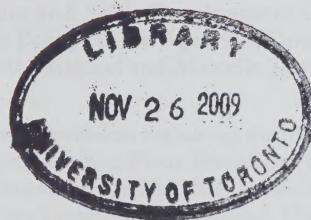


Caring Canadians, Involved Canadians: Highlights from the 2007 Canada Survey of Giving, Volunteering and Participating

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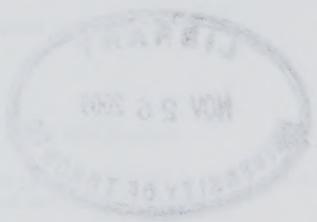
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Canada owes the success of its statistical system to a long-standing partnership between Statistics Canada, the citizens of Canada, its businesses, governments and other institutions. Accurate and timely statistical information could not be produced without their continued cooperation and goodwill.

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Foreword

One of the remarkable features of Canadian life is the extent to which we reach beyond our families and friends to contribute to others and our communities through charitable giving, by volunteering time to charitable and nonprofit organizations and by helping individual Canadians directly. As the Canada Survey of Giving, Volunteering and Participating (CSGVP) demonstrates, the vast majority of Canadians give, volunteer, and help others, although some do so much more than others. The CSGVP provides a window into these activities and enables us to understand the extent and depth of these prosocial behaviours, the motivations underlying them and also allows us to track how such behaviours evolve or change over time.

The 2007 CSGVP is the fourth iteration of a series of surveys that began with the 1997 National Survey of Giving, Volunteering and Participating (NSGVP). The NSGVP was developed through a unique partnership of federal government departments and nonprofit and voluntary organizations that included Imagine Canada (formerly the Canadian Centre for Philanthropy), Canadian Heritage, Health Canada, Human Resources and Skills Development Canada, the Kahanoff Foundation, Statistics Canada, and Volunteer Canada. It was first conducted as a special survey by Statistics Canada in 1997 and again in 2000 as part of the federal government's Voluntary Sector Initiative. In 2001, the federal government provided funding to Statistics Canada to establish a permanent survey program on charitable giving, volunteering and participating. The survey was renamed the Canada Survey of Giving, Volunteering and Participating (CSGVP).

The establishment of a permanent survey program provided an opportunity to review the design of the survey to ensure that it would provide the highest quality information on an ongoing basis. Consultations were held with a variety of stakeholders from the charitable and nonprofit sector, government, as well as the academic community to identify ways to improve the survey. The survey platform was also changed. Previously, the NSGVP had been conducted with respondents who participated in the Labour Force Survey (LFS). Because of concerns about the demands being placed on LFS respondents, the CSGVP was conducted as a stand-alone telephone survey utilizing a Random Digit Dialling (RDD) frame beginning in 2004.

Although the activities that are the focus of this study are an important feature of Canadian society, they can be surprisingly difficult to measure. The observed rates of giving, volunteering and participating in 2004 and 2007 are greater than those found in either the 1997 or 2000 NSGVP. However, the 2004 and 2007 CSGVP employ a different survey platform and a somewhat different questionnaire than did the previous NSGVP surveys. These changes make it inappropriate to compare results from the CSGVP surveys with previous NSGVP surveys (for more information, see Appendix C of the 2004 CSGVP report).

The content of the CSGVP also varies somewhat between iterations, as some questions are cycled in or out to make room for additional content. For example, the 2004 CSGVP asked questions about the supports that employers may offer for volunteering and about participation or membership in groups, organizations and associations. The 2007 CSGVP did not contain

this content, but the intent is to bring these questions back in subsequent versions of the survey. In 2007, the survey asked questions concerning youth experiences and skills obtained through volunteering that had not been asked in 2004.

The CSGVP is the combined result of two separate but related surveys. The first component is the main CSGVP which is a national survey of Canadians residing in every province.¹ The second is the CSGVP–North, which has identical content to the CSGVP but utilized different sampling techniques to account for the smaller and widely dispersed communities of the territories. Both surveys are designed to be conducted every three years.

The CSGVP and CSGVP–North were conducted by Statistics Canada from September 10 to December 8, 2007. The CSGVP employed a representative sample of 20,510 Canadians aged 15 and older while the CSGVP–North surveyed a representative sample of 1,317 Canadians aged 15 and older. The results for both surveys have been combined for the purposes of this report.

The CSGVP provides the most comprehensive assessment of giving, volunteering and participating ever undertaken in Canada and, to our knowledge, in the world. It provides information about how Canadians:

- donate money and in-kind gifts to charitable and nonprofit organizations;
- volunteer time to charitable and nonprofit organizations; and
- provide direct help to others.

This research allows us to report on the state of charitable giving, volunteering and helping in 2007. It provides a portrait of the many ways in which Canadians express their interests, their values about community involvement and their compassion towards others.

1. The term *Canadians* is used throughout this publication to refer to the population targeted by the survey. Residents of Canada who were not Canadian citizens may have been respondents to this survey and only persons aged 15 and older were included. For a complete definition of the target population, please refer to Appendix 1, *Glossary of terms*.

Introduction

The Canada Survey of Giving, Volunteering and Participating (CSGVP) provides a portrait of activities that are integral to the Canadian social fabric. The contributions of time and money to support the work of charities and nonprofit organizations and the help that we offer directly to others all combine to define and shape the communities and environments in which we live. The CSGVP shows that these activities are common features of Canadian life – ones that virtually all of us engage in over the course of a year.

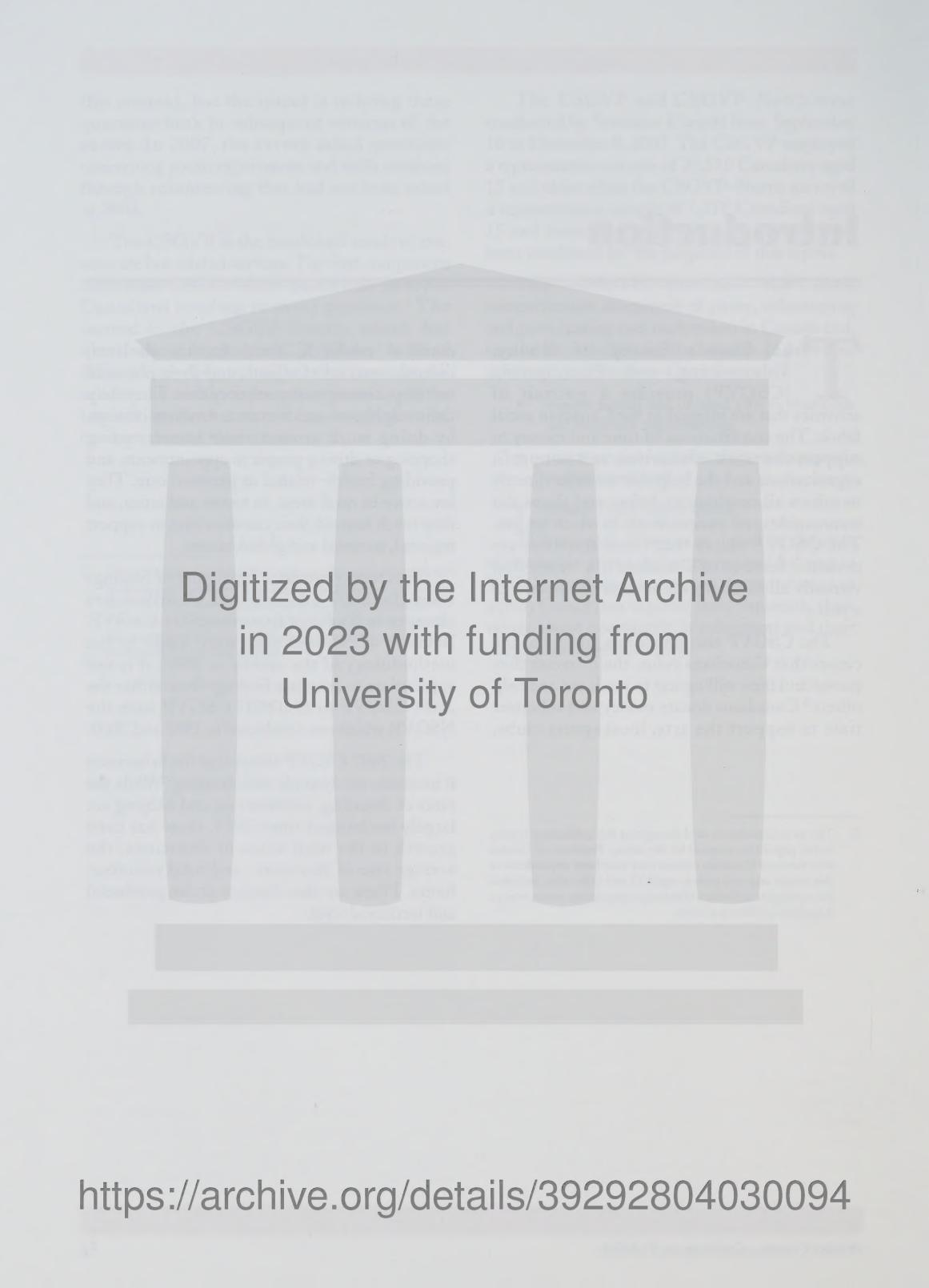
The CSGVP also provides a picture of the causes that Canadians value, the interests they pursue and their willingness to reach out and help others.² Canadians donate money and volunteer time to support the arts, local sports clubs,

medical research, food banks, shelters, international relief efforts, and their places of worship, among many other causes. They help their neighbours and friends in a variety of ways, by doing work around their homes, going shopping or driving people to appointments, and providing health-related or personal care. They are active in rural areas, in towns and cities, and they reach beyond their communities to support regional, national and global causes.

This report provides highlights of findings from the 2007 CSGVP and identifies key changes in findings from the 2004 CSGVP. Because of changes that were made to the methodology of the survey in 2004, it is not appropriate to compare findings from either the 2004 CSGVP or the 2007 CSGVP with the NSGVP, which was conducted in 1997 and 2000.

The 2007 CSGVP shows that the behaviours it measures are dynamic and changing. While the rates of donating, volunteering and helping are largely unchanged since 2004, there has been growth in the total value of donations, the average size of donations, and total volunteer hours. There are also changes at the provincial and territorial level.

2. The term *Canadians* is used throughout this publication to refer to the population targeted by the survey. Residents of Canada who were not Canadian citizens may have been respondents to this survey and only persons aged 15 and older were included. For a complete definition of the target population, please refer to Appendix 1, *Glossary of terms*.

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Summary of main findings

Giving to charitable and nonprofit organizations

Almost 23 million Canadians – 84% of the population aged 15 and over – made a financial donation to a charitable or other nonprofit organization in the 12-month period covered by the 2007 CSGVP.³ While the donation rate is virtually the same as that reported in 2004 (85%), the number of donors increased by approximately 2.9%, in part due to a 3.7% increase in the population of Canadians aged 15 and older.

Canadians donated a total of \$10 billion in 2007, which represents an increase of 12% in donations from the \$8.9 billion reported in 2004.⁴ Religious organizations were the biggest beneficiaries, receiving 46% of all donated dollars followed by health organizations (15%) and social services organizations (10%). The average annual donation increased by 9% (from \$400 in 2004 to \$437 in 2007). Although the average value of donations increased, the average number of donations decreased from 4.3 in 2004 to 3.8 in 2007.

While the vast majority of Canadians make financial donations, a minority account for most of the dollars donated. The top 25% of donors (who contributed \$364 or more annually) accounted for 82% of the total value of donations.

3. The term *Canadians* is used throughout this publication to refer to the population targeted by the survey. Residents of Canada who were not Canadian citizens may have been respondents to this survey. For a complete definition of the target population, please refer to Appendix 1, *Glossary of terms*.

4. Dollar figures in this report do not adjust for the effects of inflation between 2004 and 2007.

The top 10% (who contributed \$1,002 or more annually) accounted for 62% of the total value.

Those who give the most are more likely than others to be older, to have higher household incomes and more formal education, to be married or widowed, and to be religiously active. Although donors with higher household incomes tend to donate larger amounts in absolute terms, those with lower incomes give more when their donations are expressed as a percentage of total income.

Canadians make donations most frequently in response to a request through the mail, when asked by someone in a public place such as on the street or in a shopping centre, or in response to door-to-door canvassing. In terms of the amounts donated, however, 42% of the total value of donations is collected in places of worship while 16% is donated in response to requests through the mail. Donors who planned their donations in advance and supported the same organizations repeatedly over time give significantly more than those who do not.

The most frequently reported motivations for making donations were feeling compassion for those in need, wanting to help a cause in which the donor personally believes, and wanting to make a contribution to the community. Donors also give because they or someone they know has been personally affected by the cause of the organization or because of religious obligations or beliefs.

When asked why they do not give more money to charities and nonprofit organizations, donors most frequently reported that they could not afford to give more, they were happy with what they had already given, or that they had

given money directly to people in need, without going through an organization. However, significant numbers of donors also indicated that they did not like the ways in which requests for donations were made, they did not think that the money would be used efficiently, or that they were not asked to make a financial donation.

Volunteering through an organization

Almost 12.5 million Canadians or 46% of the population aged 15 and over, volunteered during the one-year period preceding the survey.⁵ The rate of volunteering is largely unchanged from the 45% reported in 2004. However, the number of volunteers has increased by 5.7% due, in part, to the increase in the size of the population aged 15 and older.

Canadians volunteered almost 2.1 billion hours in 2007 – the equivalent of close to 1.1 million full-time jobs. This represents a 4.2% increase in hours since 2004. There was, however, little change in the average number of hours volunteered (168 in 2004 vs. 166 in 2007). Most of the hours contributed went to sports and recreation, social services, education and research, and religious organizations.

Although just under half of Canadians volunteer, a small minority of volunteers account for the bulk of volunteer hours. The top 25% of volunteers, who contributed 171 or more hours annually, accounted for over three-quarters (78%) of total volunteer hours. The top 10% (who contributed 421 hours or more) contributed 52% of total hours.

The highest rates of volunteering were found among young Canadians, those with higher levels of formal education and household income, those with school-aged children in the household, and the religiously active. Those who contribute the most hours have somewhat different characteristics. They are more likely to be seniors, to have higher levels of education, lower household incomes, no children in the household,

and to be religiously active. Similar patterns were seen among top volunteers in 2004.

The most frequent types of volunteer activities that Canadians reported were organizing or supervising events, fundraising, sitting on committees or boards and teaching, educating or mentoring.

The role of the Internet in volunteering appears to be increasing slowly. Almost a quarter of volunteers (23%) said they used the Internet in some way during the course of their volunteering, compared to 20% in 2004. Similarly, 10% used it to search for volunteering opportunities during 2007, compared to 8% in 2004.

The reasons most frequently reported for volunteering were to make a contribution to the community, to use skills and experiences, and having been personally affected by the cause the organization supports. Other reasons, reported by close to half of volunteers, were to explore strengths, to network with or meet people, or because friends volunteered. Volunteers also identified a number of benefits that they received from their activities. The most common benefits were the development of interpersonal skills, communications skills and organizational or managerial skills.

What keeps Canadians from volunteering more? The majority of both volunteers and non-volunteers identified the lack of time as a barrier and over half reported that they were unable to make a long-term commitment to volunteering. For example, many individuals indicated that they did not volunteer more or volunteer at all because they were not asked. Other barriers included not knowing how to become involved and the financial costs associated with volunteering.

Helping others directly

In 2007, 84% of Canadians indicated that they provided direct help to others who live outside of their household (i.e., they did not provide such help through an organization). The rate of direct helping was essentially unchanged from the 83% reported in 2004. The most common types were: help with work around the home; health-related or personal care including emotional support, counseling, providing advice and visiting the

5. In the CSGVP, volunteering is defined as doing activities without pay on behalf of a group or an organization, and includes mandatory community service.

elderly; and help by shopping or driving someone to a store or appointments. Almost half of those who provided direct help did so at least once a week. Help was provided most frequently by those aged 15 to 34 and those with higher household incomes and educational attainment.

Patterns of support and linkages

The 2007 CSGVP measures three types of prosocial behaviour – charitable giving, volunteering and helping others directly – and these behaviours have strong linkages, such that participation in one is associated with participation in others. Thirty-seven percent of Canadians engaged in all three behaviours while 41% engaged in two behaviours. In contrast, just 17% participated in only a single prosocial behaviour. In addition, the intensity of participation in any given behaviour increases as the number of them undertaken increases. For

example, the average amount donated increases with the number of prosocial behaviours that people perform.⁶

One manifestation of the linkages among these three behaviours is that support to nonprofit and voluntary organizations is concentrated among a small minority of Canadians. The top quarter of donors (who gave \$364 or more) who also volunteered at least one hour during 2007 accounted for just 14% of the Canadian population, but contributed 59% of total donations and 40% of total volunteer hours.

6. The top 25% of donors who volunteered are sometimes referred to as *core supporters*.

Chapter 1

Charitable giving

Many Canadians give money or goods to charitable or nonprofit organizations in the course of a year. Their donations help these organizations to provide numerous services and goods that are vital to the well-being of Canadians. At the same time, some Canadians are more prolific donors than others, and charitable and nonprofit organizations rely on these individuals for the majority of their donations.

The 2007 Canada Survey of Giving, Volunteering and Participating (CSGVP) collected information about donations of money or goods that Canadians made during the 12 months prior to the survey. This chapter provides key findings about charitable giving in 2007 and highlights changes in giving that have occurred since the 2004 survey.

We begin by outlining the major changes in charitable giving since 2004. Next, we present findings about the extent to which Canadians give, the amounts they donate, and the types of organizations they support. This is followed by a discussion of the social and economic characteristics of donors and variations in giving across provinces and territories. Finally, we present information about the methods by which Canadians make donations, the motivations they cite for doing so and the barriers they report that keep them from giving more.

Giving in 2007: What's new?

In the three years since the 2004 CSGVP, there have been a number of important changes in charitable giving in Canada. These include:

- A 12% increase in the total amount of donations, from \$8.9 billion in 2004 to \$10.0 billion in 2007.⁷ Some of this growth can be attributed to the fact that there were 2.9% more donors (approximately 650,000), as the population grew by 3.7% between 2004 and 2007, while the donor rate remained virtually unchanged (85% in 2004 vs. 84% in 2007).
- A 9% increase in the average amount that donors gave (from \$400 in 2004 to \$437 in 2007).
- A reduction in the number of donations made by each individual (from 4.3 in 2004 to 3.7 in 2007).
- Significant shifts in giving among specific demographic groups including:
 - A 17% increase in the average donations made by those who are religiously active (from \$887 in 2004 to \$1038 in 2007).
 - A 20% increase in the average donations of those aged 35 to 44 (from \$370 to \$443).
 - A 13% increase in average donations among females (from \$374 to \$422).
 - A 7 percentage point increase in the donor rate among those who have only school aged children living in the household (from 84% in 2004 to 91%) and a 56% increase in their average donation (from \$335 in 2004 to \$522 in 2007).
- Provincial and territorial variations in giving including:
 - Increases in the donation rate for Alberta (from 79% to 85%).

7. Dollar figures in this report do not adjust for the effects of inflation between 2004 and 2007.

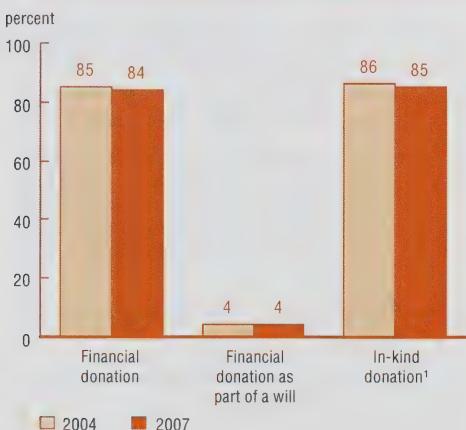
- Decreases in the donation rate for the Northwest Territories (from 79% to 68%), Ontario (90% to 86%) and Nova Scotia (90% to 87%).
- Increases in the average amount donated in Quebec (from \$176 to \$219, or 24%).

The support that Canadians provide

Almost 23 million Canadians – 84% of the population aged 15 and older – reported making financial donations to charitable or nonprofit organizations during the year prior to being surveyed (Chart 1.1). A similar percentage (85%) made in-kind contributions, with 79% giving clothing, toys, or household goods and 60% giving food. Virtually everyone (94%) reported making either financial donations or in-kind contributions. Four percent reported making provisions for a donation through a bequest in their will or via another financial planning instrument. The rates at which Canadians made these contributions are virtually unchanged from 2004.

Chart 1.1

Percentage of population donating to charitable and nonprofit organizations, by type of donation, population aged 15 and older, Canada, 2004 and 2007



1. In-kind donations include donations of such things as clothing, toys, household items and food.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004 and 2007*.

Canadians reported almost \$10 billion in financial donations in 2007, an increase of 12% or \$1.1 billion since 2004 (Table 1.1). This increase is the result of two factors: larger donations and growth in the Canadian population. In 2007, the average annual total donation was \$437, a 9% increase from \$400 in 2004. Additionally, the population of Canadians 15 years and older has grown by 3.7% since 2004. While the donation rate is virtually unchanged from 2004, there were approximately 650,000 more donors in 2007 than there were in 2004. While the average donation increased from 2004 to 2007, the median annual donation of \$120 was unchanged. The median provides a better indication of the size of the typical donation and shows that half of all donors contributed less than \$120 while half gave more.

Table 1.1 Donors and donations, population aged 15 and older, Canada, 2004 and 2007

	2007	2004	
Rate of donating			
Total population*	(thousands)	27,069	26,093
Donors*	(thousands)	22,841	22,193
Donor rate	(percent)	84	85
Number of donations			
Total number*	(thousands)	87,789	94,807
Average number per donor*	(donations)	3.8	4.3
Amount of donations			
Total amount*	(thousands of dollars)	9,981,719	8,882,312
Average annual amount per donor*	(dollars)	437	400
Median annual amount per donor	(dollars)	120	120
Average amount per donation*	(dollars)	114	94

* Represents a statistically significant difference ($\alpha=0.05$) between 2004 and 2007.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004 and 2007*.

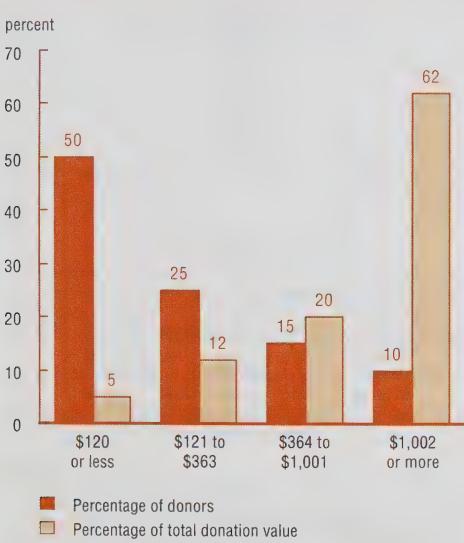
Donors appear to be concentrating their donations on a smaller number of charities. The average number of individual donations that donors made decreased to 3.8 in 2007 from 4.3 in 2004. However, the average amount given with each individual donation increased from \$94 to \$114 over the same period.

The concentration of support

Most Canadians donate money to charitable and nonprofit organizations, but the bulk of charitable dollars comes from a small segment of the population. Chart 1.2 groups donors into four categories based on the amount they donated annually and shows the percentage of total donations provided by each group. The 50% of donors who provided \$120 or less accounted for only 5% of the total value of all donations. In contrast, the 10% who donated \$1,002 or more accounted for 62% of the total value. The degree of concentration in support is essentially the same as that reported in 2004.

Chart 1.2

Distribution of donors and percentage of total annual donations, donors aged 15 and older, Canada, 2007



Note: Figures may not add to 100 due to rounding.
 Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

The organizations supported by Canadians

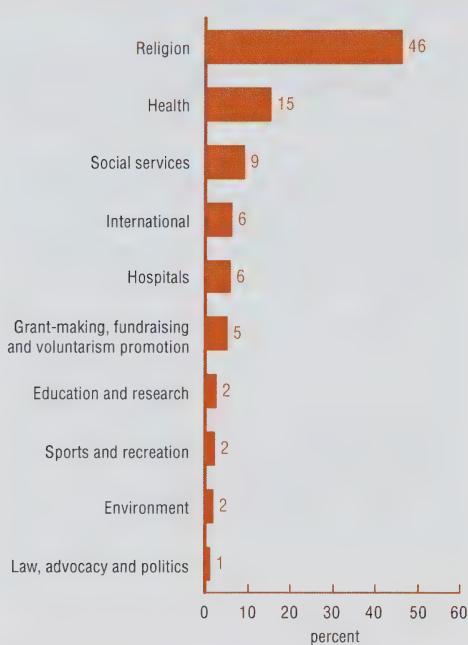
Canadians support a wide range of charitable and nonprofit organizations, but they focus that support preferentially on a few causes.⁸ As Chart 1.3 shows, religious organizations were the biggest beneficiaries of charitable giving, receiving 46% of the total dollar value of donations.⁹ Health organizations followed, with 15% of the total value of donations. Nine percent of all donor dollars went to social services organizations, while international organizations and hospitals each received 6% of the total value of donations. These figures are essentially unchanged since 2004.

Religious organizations do not receive as many donations as some other types of organizations, but they receive the largest amounts (Charts 1.4 and 1.5). In 2007, just over a third of Canadians (36%) made donations to religious organizations, with the average donation amounting to \$469. In contrast, many more Canadians (56%) made donations to health organizations, but their average donation was \$99. Additionally, 39% donated to social services organizations and their average donation was \$87.

8. Donors were asked to indicate the names of the organizations to which they made donations and to state what the organizations did. Based on this information organizations were classified into 15 categories according to the types of activities performed. The classification system is described in Appendix 1, *Glossary of terms*. The CSGVP collects information only about the organization that is the direct recipient of the donation and does not track whether organizations transfer the donations they receive to other organizations.
9. For the purpose of the CSGVP, religious organizations are defined as congregations or groups of congregations. Religious inspired organizations that operate in other areas such as international development and relief, social services or health are not classified as religious organizations.

Chart 1.3

Percentage of total donation value, by selected organization type, population aged 15 and older, Canada, 2007



Notes: Some types of organizations are excluded due to the reliability of the estimates.

The complete classification system is described in Appendix 1, *Glossary of terms*.

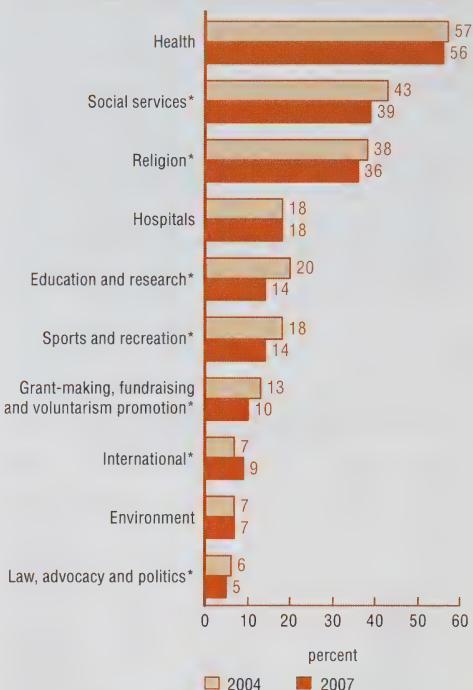
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

The general pattern of support for charities and nonprofit organizations changed little between 2004 and 2007. The most notable differences were a six percentage point decline in the donor rate for education and research organizations and a four percentage point decline in the donor rate for sports and recreation organizations.

There were, however, changes in the amounts given to many types of organization (Chart 1.5).¹⁰ Notably, the average amount donated to hospitals increased by 35%, while average donations to

Chart 1.4

Donor rate, by selected organization type, population aged 15 and older, Canada, 2004 and 2007



* Represents a statistically significant difference ($\alpha=0.05$) between 2004 and 2007.

Notes: Some types of organizations are excluded due to the reliability of the estimates.

The complete classification system is described in Appendix 1, *Glossary of terms*.

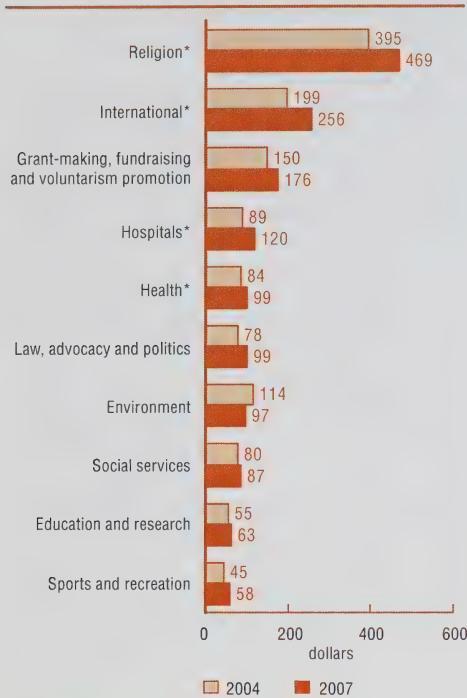
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004 and 2007*.

international organizations and sports and recreation organizations both rose by 29%. Donations to religious organizations also increased (19%). On the other hand, average donations to environmental organizations decreased by 18%.

10. This chart illustrates the average annual donation of those who actually made donations to the given type of organization (i.e. the 14% of Canadians who donated to sports and recreation organizations each gave an average of \$58 annually). They are not the average donations from all Canadians.

Chart 1.5

Mean annual donations, by selected organization type,
donors aged 15 and older, Canada, 2004 and 2007



* Represents a statistically significant difference ($\alpha=0.05$) between 2004 and 2007.

Notes: Some types of organizations are excluded due to the reliability of the estimates.

The complete classification system is described in Appendix 1, *Glossary of terms*.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004 and 2007*.

are often related (e.g., income varies according to education level, age and sex).

Generally, the likelihood of giving tends to increase with age, with the donation rate rising from a low of 71% for 15 to 24 year olds to highs of 89% for those 45 to 54 and 88% for those 55 and over (Table 1.2). A similar pattern exists for average donations, which were lowest among 15 to 24 year olds (\$142) and peaked at \$611 for those over 65. This pattern of giving is similar to that found in 2004, but the average amounts given in 2007 were generally higher. Interestingly, there was little change in median donations, which indicates that increases in giving in 2007 were not broadly based; but rather reflect the influence of a relatively small number of individuals giving larger gifts.

Giving also increases with income. The donation rate rose from a low of 71% among those with household incomes less than \$20,000 per year (who gave an average of \$210) to a high of 90% among those with more than \$100,000 in household income (who gave an average of \$686). Compared to 2004, the biggest growth in average donations occurred among those with household incomes of \$60,000-\$79,999 which increased by 32% (from \$334 in 2004 to \$441 in 2007). On the other hand, there was a modest decline in average donations among those with household incomes of \$100,000 or more (from \$698 in 2004 to \$686 in 2007).

Greater giving is also associated with higher levels of education. For example, 72% of those with less than a high school degree made a donation, giving an average gift of \$215. In contrast, 91% of those with a university degree donated, with the average amount being \$711. The relationship between donating and education shows the same broad pattern in 2007 as was the case in 2004, although the average amounts given have increased. Those with some postsecondary education showed the biggest increase in donations (average donations increased from \$316 to \$387).

In terms of labour force status, 87% of those who were employed donated, compared to 81% of those who were unemployed and 77% of those who were not in the labour force. Donors who were employed contributed an average of \$454,

A profile of Canadian donors

Although most Canadians make financial donations to charitable and nonprofit organizations, some give much more than others. These Canadians share a variety of personal and economic characteristics. This section shows how giving varies according to key variables such as age, household income, education level, employment status, sex, marital status, and the presence of children in the household. While these characteristics are discussed independently of one another, it should be recognized that they

compared to \$367 for those who were not in the labour force and \$323 for those who were unemployed. (The three labour force categories are: employed [those who are working], unemployed [those not working but looking for work], and not in the labour force [those neither working nor looking for work]. It is worth noting that many individuals not in the labour force are seniors, who, as we noted previously, tend to make larger donations.) The pattern of support in 2007 was similar to that in 2004, but donors from all labour force groups contributed larger amounts. The average amounts from unemployed donors increased the most (from \$204 to \$323), while the median donation decreased. Increases among employed donors and those who were not in the labour force were far more modest.

As was the case in 2004, women are more likely than men to make donations (87% donated vs. 82% of men). On the other hand, men still make larger average gifts (\$453 vs. \$422 for women).

Married individuals or those in common-law relationships are more likely than others to donate (89% gave), but those who are widowed donated the most, with an average donation of

\$585. In comparison, only 75% of those who are single and have never been married donated and they gave an average of \$227. Compared to 2004, there was little change in donation rates while the average amounts given generally increased.

Those with exclusively pre-school-aged children in the household are more likely to donate than those without children or with only school-aged children. Almost nine in ten (88%) Canadians with only pre-school-aged children in the household made donations, compared to 85% of those who had no children in the household and smaller percentages of those with both pre-school and school-aged children (82%) or with only school-aged children (83%). Those who had no children in the household reported the largest average donations (\$457) while those with only school-aged children in the house reported the smallest (\$400). Compared to 2004, there was little difference in the donation rate pattern, with the exception being a decrease among those with both pre-school and school-aged children (from 88% in 2004 to 82% in 2007). Those who had exclusively pre-school-aged children reported larger average donations (\$408 in 2007 vs. \$286 in 2004) as did those who had only school-aged children in the household (\$400 vs. \$335).

Table 1.2 Donor rate and amount of donations, by personal and economic characteristics, population aged 15 and older, Canada, 2004 and 2007

	Donor rate		Average annual donations ¹		Median annual donations ¹	
	2007		2004		2007	
	percent	dollars	percent	dollars	2007	2004
Total	84	85	437	400*	120	120
Age						
15 to 24	71	71	142	129	33	32
25 to 34	83	84	319	311	85	88
35 to 44	87	89	443	370*	130	125
45 to 54	89	90	546	494	154	154
55 to 64	88	90	498	500	170	176
65 and over	88	87	611	572	205	186
Sex						
Male	82	82	453	430	125	117
Female	87	88	422	374*	115	120
Marital status						
Married or common-law	89	90	508	442*	150	145
Single, never married	75	75	227	253	50	57
Separated or divorced	84	85	409	382	130	110
Widow or widower	86	84	585	568	235	200
Education						
Less than high school	72	74	215	204	55	60
Graduated from high school	80	82	336	308	90	100
Some postsecondary	83	84	387	316	100	87
Postsecondary diploma	89	91*	425	381	126	123
University degree	91	93	711	694	234	211
Labour force status						
Employed	87	89*	454	417	125	125
Unemployed	81	83	323 ^E	204	76 ^E	83 ^E
Not in the labour force	77	79	367	358	96	100
Household income						
Less than \$20,000	71	69	210	197	55	70
\$20,000 to \$39,999	81	82	295	304	91	92
\$40,000 to \$59,999	84	86	351	346	105	108
\$60,000 to \$79,999	88	88	441	334*	120	113
\$80,000 to \$99,999	88	91*	453	426	125	145
\$100,000 or more	90	92	686	698	210	214
Presence of children in household²						
No children in household	85	85	457	436	130	130
Pre-school aged children only	88	88	408	286*	110	100
Both pre-school and school aged children	82	88*	425	424	115	118
School aged children only	83	84	400	335*	100	99

* Represents a statistically significant difference ($\alpha=0.05$) between 2004 and 2007.

^E use with caution

1. Estimates of average and median donations are calculated for donors only.

2. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

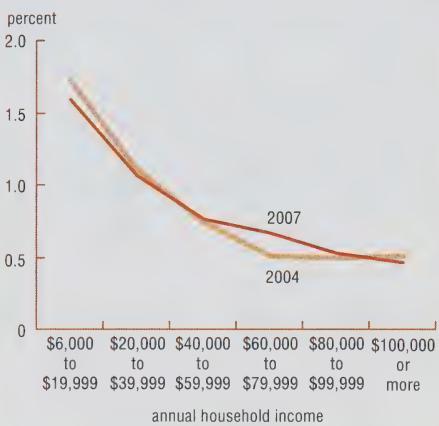
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004 and 2007*.

Donations as a percentage of household income

Although those with higher income tend to make larger donations than others in absolute terms, they usually donate a lower percentage of their total before tax household income when they do contribute. As Chart 1.6 shows, donors with annual household incomes less than \$20,000 donated an average of 1.6% of their pre-tax income, while those with household incomes of \$100,000 or more contributed just 0.5%. This pattern is similar to that observed in 2004.

Chart 1.6

Percentage of household income spent on donations, by level of household income, donors aged 15 and older, Canada, 2004 and 2007



Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004 and 2007*.

Top donors

Canada's *top donors* – the 25% who donated at least \$364 and accounted for 82% of all donated dollars – are an essential source of revenue for many charitable and nonprofit organizations. These donors tend to be older, to have higher

household incomes, and to have more formal education (Table 1.3). They also are more likely to be employed, widowed, and to attend religious services on a weekly basis. As noted earlier, many of these characteristics are interrelated.

The likelihood of being a top donor increases with age. For example, 31% of those who are over 65 were in the top donor category, compared to only 6% of 15 to 24 year olds. The 65 and older top donor group made up only 5% of the total population but contributed 20% of the total value of all donations.

Higher levels of education are also associated with membership in the top donor category. Over a third (36%) of Canadians who have university degrees were top donors, compared to less than 20% of those who did not have a post-secondary diploma. This group made up only 7% of the population, but contributed 30% of the total value of all donations.

Similarly, the probability of being a top donor increases with the amount of household income. One third (33%) of the population with household incomes of \$100,000 or more were top donors, compared to less than 20% of those with incomes under \$60,000. While top donors in the highest income bracket made up only 8% of the population, they accounted for 34% of the total value of donations.

Individuals who are widowed are more likely to be top donors than those who are not, which may be due to the fact that these individuals also tend to be older. Thirty percent of widows and widowers were top donors, compared to only 11% of those who were single and had never been married.

Finally, weekly attendance at religious services or meetings is a strong indicator of potential membership in the top donor category. Weekly attendees have a higher probability of being top donors (49% of weekly attendees are top donors compared to only 15% those who do not attend weekly). These top donors are highly important contributors. Although they only make up 8% of the population, they contribute 39% of all donations.

Table 1.3 Percentage of population who are top donors¹, and percentage of donation value contributed, by personal and economic characteristics, population aged 15 and older, Canada, 2007

	Percentage in category who are top donors	Number of top donors in category as a percentage of total population	Percentage of total annual donation value contributed by top donors in category
percent			
Age			
15 to 24	6	1	3
25 to 34	14	2	9
35 to 44	22	4	16
45 to 54	26	5	21
55 to 64	27	4	14
65 and over	31	5	20
Sex			
Male	21	11	41
Female	21	11	41
Marital status			
Married or common-law	25	15	63
Single, never married	11	3	9
Separated or divorced	20	1	5
Widow or widower	30	1	5
Education			
Less than high school	10	2	5
Graduated from high school	16	3	9
Some postsecondary	16	1	5
Postsecondary diploma	22	7	26
University degree	36	7	30
Labour force status			
Employed	22	13	51
Unemployed	15 ^E	0 ^E	1 ^E
Not in the labour force	17	5	17
Household income level			
Less than \$20,000	9	1	3
\$20,000 to \$39,999	16	3	10
\$40,000 to \$59,999	19	4	12
\$60,000 to \$79,999	21	3	14
\$80,000 to \$99,999	22	2	10
\$100,000 or more	33	8	34
Presence of children in household²			
No children in household	22	14	53
Pre-school aged children only	20	2	6
Both pre-school and school aged children	22	1	5
School aged children only	19	5	19
Religious attendance			
Weekly attendance	49	8	39
Not a weekly attendee	15	11	36

^E use with caution

1. Top donors are defined as the 25% of donors who donated the largest amount (\$364 or more).

2. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating*, 2007.

The connections between early life experience and donating

The extent to which people were involved in community activities as youth, or were exposed to role models who volunteered or helped others, is positively related to their charitable giving behaviour as adults. For example, those who reported being active in religious organizations or student government, belonging to a youth group, volunteering, or having parents who volunteered were more likely than others to report making charitable donations (Chart 1.7).¹¹ Individuals with such early life experiences also tend to make much larger charitable donations as adults (Chart 1.8). For example, donors who were active in a religious organization during their youth reported average annual donations that were over twice as large as those who were not (\$665 vs. \$305). Similarly, donors who belonged to a youth group made average donations that were 76% larger than those who had not belonged (\$543 vs. \$308). There are two exceptions to this broad pattern. Those who participated in an organized team sport in their youth gave only 12% more than those who did not (\$458 vs. \$410), while those who raised money for a cause or organization in their youth reported that they gave virtually the same amount as those who did not (\$439 vs. \$438).

Chart 1.7

**Donor rate by youth experience status,
population aged 15 and older, Canada, 2007**

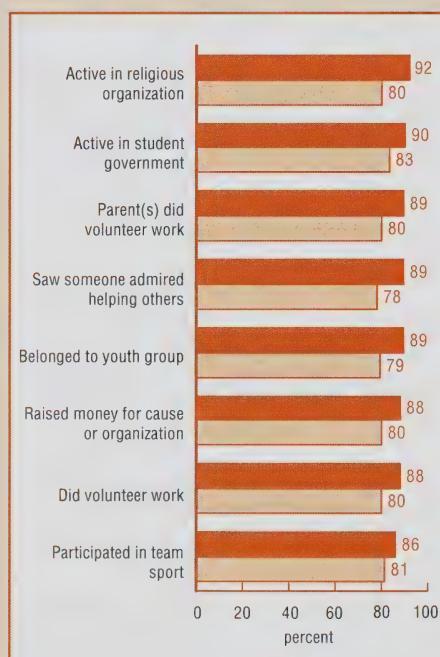
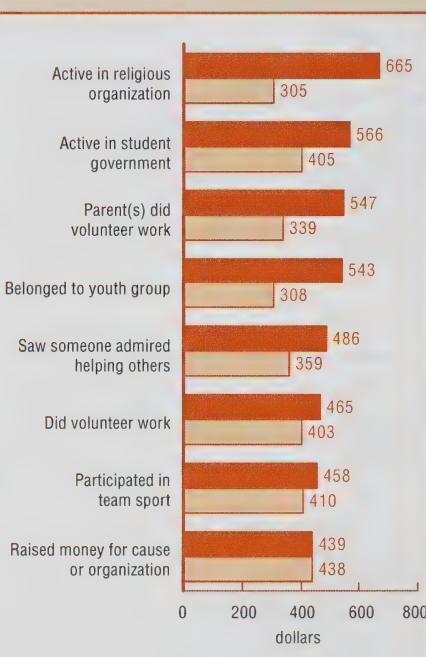


Chart 1.8

**Average donation by youth experience status,
donors aged 15 and older, Canada, 2007**



Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

11. Respondents were asked whether they had these experiences while in grade school or high school.

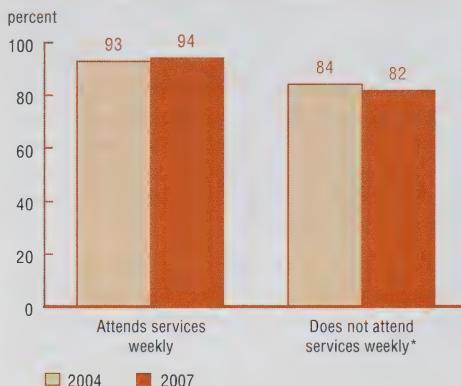
The role of religion

Canadians who are religiously active are more likely than other Canadians to be donors and tend to give more when they donate. Much of the money that they donate goes to religious organizations; but, they also contribute significant amounts to non-religious organizations.

The CSGVP asked respondents how frequently they attended religious services or meetings, other than for special occasions like weddings, funerals, or baptisms. Just less than one in five Canadians (17%) reported that they attended religious services on at least a weekly basis. These weekly attendees are more likely than other Canadians to donate (Chart 1.9) and make larger annual donations (Chart 1.10). In 2007, 94% of weekly attendees donated, compared to 82% of those who either attended religious services less frequently or did not attend at all. They also gave an average of \$1,038 annually, compared to \$295 for those who did not attend religious services or meetings on a weekly basis. Compared to 2004, there has been little change in the percentage of weekly attendees who make donations. However, the average annual amounts donated increased noticeably, from \$887 in 2004 to \$1,038 in 2007. In comparison, the average amounts donated by those who do not attend religious services weekly increased only slightly, from \$284 in 2004 to \$295 in 2007.

Chart 1.9

Donor rate by weekly attendance at religious services, population aged 15 and older, Canada, 2004 and 2007

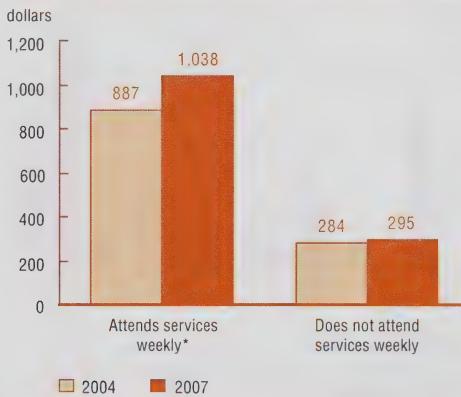


* Represents a statistically significant difference ($\alpha=0.05$) between 2004 and 2007.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004 and 2007*.

Chart 1.10

Average annual donations by weekly attendance at religious services, donors aged 15 and older, Canada, 2004 and 2007



* Represents a statistically significant difference ($\alpha=0.05$) between 2004 and 2007.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004 and 2007*.

Religious vs. non-religious donations

Giving to religious organizations stands out from other giving in a number of ways. First, religious organizations received by far the largest percentage of the total value of the donations Canadians made in 2007 (46%). Second, the patterns of donations to religious organizations differs from those of non-religious organizations. Lastly, donors to religious organizations differ from other donors in terms of their personal and economic characteristics.

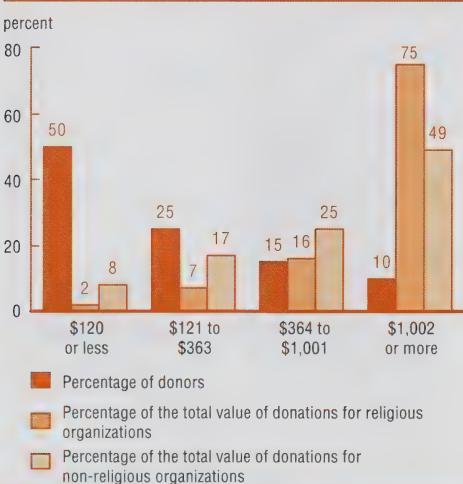
As Chart 1.11 shows, a much larger proportion of the total value of donations to religious organizations comes from top donors (the 25% of donors who contributed \$364 or more annually). Over nine-tenths (91%) of the total value of religious donations came from top donors, with the top 10% of donors contributing 75% of religious donation value. In comparison,

top donors contributed 74% of the total value of non-religious donations and the top 10% of donors contributed 49% of the value of these donations.

Turning to differences in the personal and economic characteristics of their donors, religious organizations receive more support than non-religious organizations from those who are older, married, female, not in the labour force and from households with annual incomes less than \$100,000 (Table 1.4). For example, religious organizations received a larger percentage of donations from those who were 65 years of age or older (25% vs. 19% for non-religious organizations) and those who were not in the labour force (28% vs. 23%). Similarly, 70% of the value of all donations to religious organizations came from those with household incomes less than \$100,000 compared to 53% of total donations for non-religious organizations. Interestingly, women contributed 55% of their donations to religious organizations, while men contributed 55% to non-religious organizations.

Chart 1.11

Distribution of donations to religious and non-religious organizations, by annual amount donated, donors aged 15 and older, Canada, 2007



Note: For the purposes of the CSGVP, religious organizations are defined as congregations or groups of congregations. Religiously inspired organizations that operate in other areas such as social services or health are not classified as religious organizations.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Conversely, a number of groups of Canadians tended to devote more of their support to non-religious organizations. For example, those with annual household incomes of \$100,000 or more accounted for almost half (47%) of the total value of donations to non-religious organizations. Put another way, these donors contributed almost two thirds (63%) of the total value of their donations to non-religious organizations. Similarly, those with university degrees (who accounted for 41% of the total value of donations to non-religious organizations) contributed 57% of the total value of their donations to non-religious organizations. Other groups contributing a greater proportion of their total donations to non-religious organizations included: those who were single and had never married (60%), were separated or divorced (58%), or were men (57%).

Finally, religious organizations received a large proportion of the total value of their donations from those who attend religious services on a weekly basis (74% vs. 26% from non-weekly attendees). In comparison non-religious organizations received quite a modest proportion of their donation from weekly attendees (20%), with the balance (80%) coming from non-weekly attendees.

Table 1.4 Donations to non-religious and religious organizations¹, by personal and economic characteristics, population aged 15 and older, Canada, 2007

	Percentage of population	Donations	
		Percentage of value to non-religious organizations	Percentage of value to religious organizations
Total	100	100	100
Age			
15 to 24	16	5	5
25 to 34	17	12	12
35 to 44	18	21	18
45 to 54	19	27	24
55 to 64	14	17	16
65 and older	15	19	25
Sex			
Male	49	55	45
Female	51	45	55
Marital status			
Married or common-law	61	72	76
Single, never married	27	14	11
Separated or divorced	7	8	6
Widow or widower	5	6	7
Education			
Less than high school	19	7	10
Graduated from high school	18	12	14
Some postsecondary	7	7	6
Postsecondary diploma	34	34	36
University degree	21	41	34
Labour force status			
Employed	66	76	70
Unemployed	2	1 ^E	1 ^E
Not in the labour force	32	23	28
Household income			
Less than \$20,000	11	3	5
\$20,000 to \$39,999	20	12	15
\$40,000 to \$59,999	19	14	18
\$60,000 to \$79,999	16	13	19
\$80,000 to \$99,999	11	11	12
\$100,000 or more	23	47	30
Presence of children in household²			
No children in household	62	64	64
Pre-school aged children only	8	8	7
Both pre-school and school aged children	6	5	6
School aged children only	25	23	23
Religious attendance			
Weekly attendance	17	20	74
Not a weekly attendee	83	80	26

^E = use with caution

1. For the purposes of the CSGVP, religious organizations are defined as congregations or groups of congregations. Religiously inspired organizations that operate in other areas such as social services or health are not classified as religious organizations.

2. *Pre-school aged* is defined as ages 0 to 5, while *school aged* is defined as ages 6 to 17. *Both pre-school and school aged children* indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Percentages may not add to 100 due to rounding.

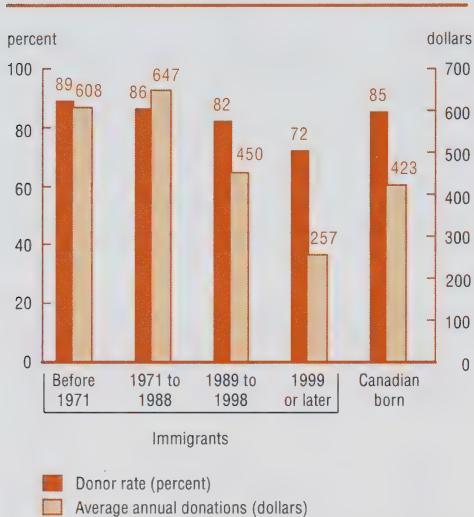
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating*, 2007.

Giving among immigrants

The 2007 CSGVP shows that immigrants were slightly less likely to give to charities and nonprofits than those who were Canadian-born (82% vs. 85%), but that they gave noticeably larger amounts when they contributed (\$505 vs. \$423).¹² Collectively, immigrants donated almost 20% of the total value of all donations.

Chart 1.12

Donor rate and average annual donations¹, by year of immigration, population aged 15 and older, Canada, 2007



1. Estimates of average donation are calculated for donors only.
 Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

12. Immigrants are defined as respondents who said that they were landed immigrants to Canada or had been at some point before becoming Canadian citizens.

The likelihood of giving increases with the length of time immigrants have resided in Canada. Similarly, those who have been here for longer periods of time tend to give larger amounts. Chart 1.12 groups immigrants into four equally sized groups, depending on when they arrived in Canada.¹³ The likelihood of donating was lowest among those who came to Canada in 1999 or later (72%) and highest among those who arrived before 1971 (89%). Similarly, those who came to Canada in 1999 or later made the smallest average donations, while those who arrived between 1971 and 1988 made the largest (\$647). The average donations of donors who arrived in Canada before 1999 are higher than the average donations of those born in Canada.

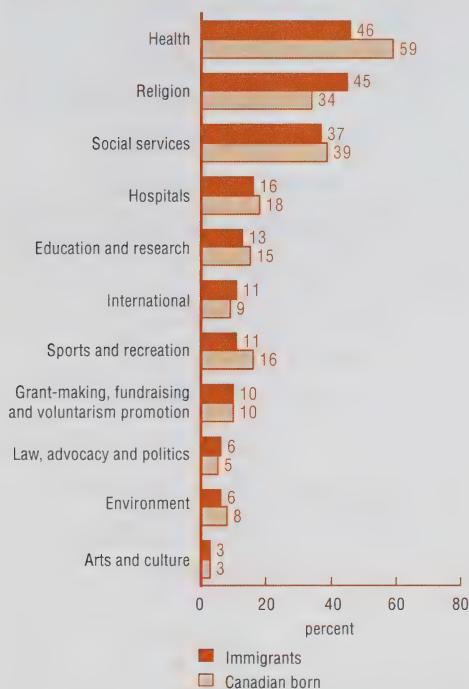
It is important to understand that personal and economic characteristics possessed by respondents other than their immigrant status are likely to play a role in their donating behaviours. For instance, the average age of immigrants who arrived before 1971 was 65 years. This group showed levels of donation that were very similar to those of older Canadians.

Native-born Canadians and immigrants generally support the same types of organizations (Chart 1.13). Both groups were most likely to donate to health, religious and social services organizations. However, immigrants donate to some types of organizations at a lower rate than those who are Canadian-born. For example, 59% of those born in Canada donated to health organizations, compared to 46% of immigrants. Similar though less pronounced patterns were seen with most types of organizations, such as social services organizations (39% vs. 37%) and hospitals (18% vs. 16%). However, immigrants were more likely to donate to religious organizations (45% vs. 34%) than were those born in Canada.

13. In other words, approximately one quarter of immigrants arrived in Canada before 1971, one quarter arrived between 1971 and 1988, another quarter arrived between 1989 and 1998, and the last quarter arrived since 1999.

Chart 1.13

Donor rate, by selected organization type,
immigrants and non-immigrants aged 15 and over,
Canada, 2007



Notes: Some types of organizations are excluded due to the reliability of the estimates.

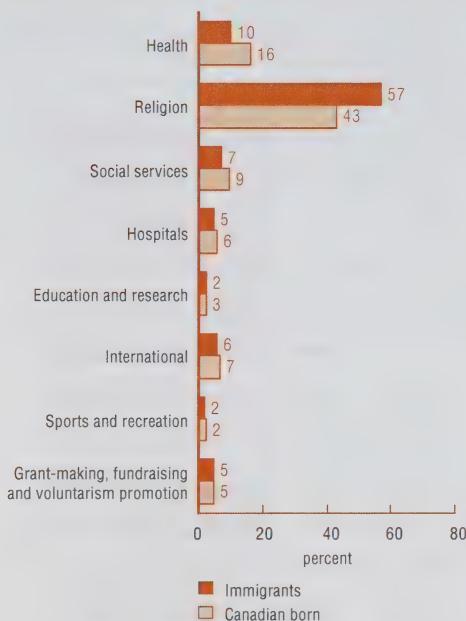
The complete classification system is described in Appendix 1, *Glossary of terms*.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Immigrants also allocated a larger percentage of the total value of their donations to religious organizations than did Canadian-born individuals (57% vs. 43%) (Chart 1.14). However, immigrants allocated less of their donations than Canadian-born donors to most other types of organizations, such as health (10% vs. 16%) and social services (7% vs. 9%).

Chart 1.14

Percentage of total donation value allocated to selected organization types, immigrant and non-immigrant donors aged 15 and over, Canada, 2007



Notes: Some types of organizations are excluded due to the reliability of the estimates.

The complete classification system is described in Appendix 1, *Glossary of terms*.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

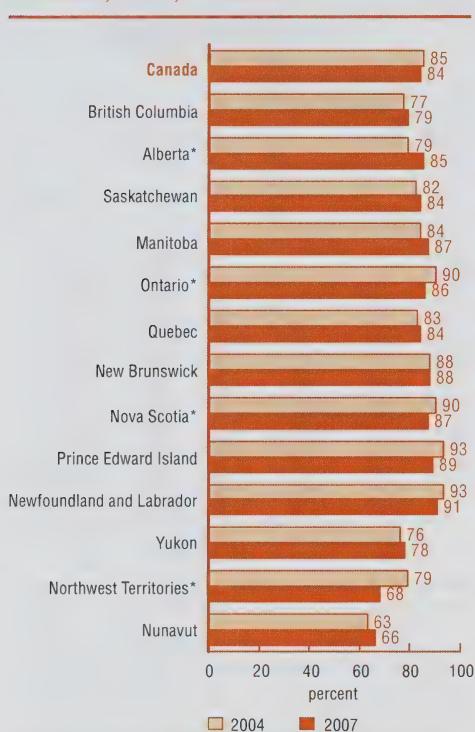
Provincial / territorial variations

Giving to charitable and nonprofit organizations varies by province and territory (Chart 1.15). The donor rate was highest in Newfoundland and Labrador (91%), followed by Prince Edward Island (89%) and New Brunswick (88%), while it was lowest in Nunavut (66%). Donation rates were higher than the national average in each of the Atlantic Provinces as well as in Ontario, Manitoba and Alberta. Compared to 2004, the likelihood of donating tended to increase in the western provinces and decrease in Ontario and

Atlantic Canada. The largest increase was in Alberta (79% to 85%), while the largest decrease was in the Northwest Territories (79% to 68%).

Chart 1.15

Donation rate, by province and territory, population aged 15 and older, Canada, 2004 and 2007



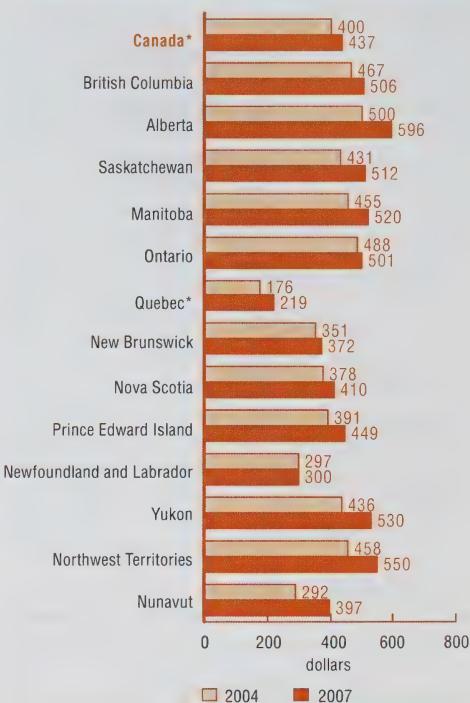
* Represents a statistically significant difference ($\alpha=0.05$) between 2004 and 2007.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004 and 2007*.

The average amount donated showed a somewhat different pattern, with average donations highest in Western Canada (Chart 1.16). Albertans made the largest average annual donations (\$596), followed by donors from the Northwest Territories (\$550), the Yukon (\$530) and Manitoba (\$520). While the Atlantic Provinces had high rates of donation, average donations were less than the national average. This pattern of donation was very similar to that seen in 2004.

Chart 1.16

Average annual donations, by province and territory, donors aged 15 and older, Canada, 2004 and 2007



* Represents a statistically significant difference ($\alpha=0.05$) between 2004 and 2007.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004 and 2007*.

How Canadians make financial donations

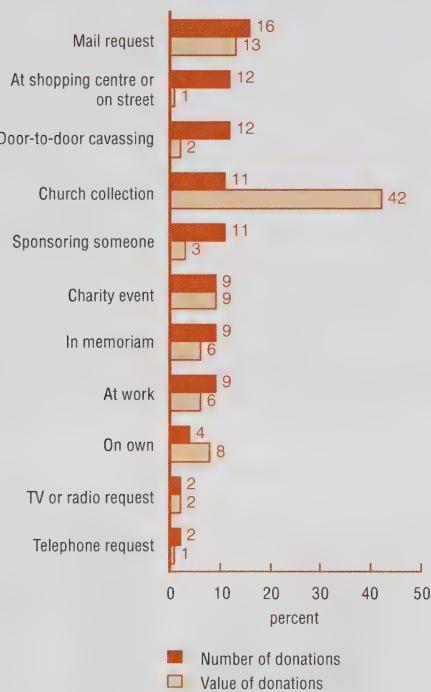
The most common ways in which Canadians made donations in 2007 were through the mail (16% of donations were made this way), in response to someone canvassing at a shopping centre or on the street (12%), canvassing door-to-door (12%), through a collection at a place of worship, such as a church, synagogue, or mosque (11%), or by sponsoring someone in an event such as a walk-a-thon (11%) (Chart 1.17).¹⁴

14. These figures are the percentage of the total number of donations (e.g. the 16% of the 87.8 million individual donations that donors made in 2007 were made in response to a mail request).

About a tenth of donations were made by paying to attend a charity event (9%), donating in the name of someone who had passed away (9%), or donating when asked by someone at work (9%). Comparatively few donations were made by donors approaching organizations on their own initiative (4%), or in response to telephone requests (2%) or television or radio requests and telethons (2%).

Chart 1.17

Percentage of total number of donations and total donation value by selected solicitation method, donors aged 15 and older, Canada, 2007



Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

The most common methods of donating do not, however, produce the most dollars for charitable and nonprofit organizations. As shown in Chart 1.17, the 11% of donations that were made through places of worship accounted for 42% of all donated dollars. Similarly, the 4% of donations that donors made by approaching organizations on their own initiative accounted for 8% of the value of donations. In contrast, some of the more common methods of donating accounted for relatively small amounts of donations. For example, 12% of all donations were made in response to canvassing in a shopping centre or on the street, but these accounted for just 1% of the total value of donations. In the same way, the 12% of donations made via door-to-door canvassing accounted for just 2% of the total value of donations.

There was little change in the methods used for donations between 2004 and 2007. Door-to-door canvassing accounted for a smaller percentage of the number of donations (from 14% in 2004 to 12% in 2007). The percentage of donations made via paying to attend a charity event increased from 7% to 9%.

The CSGVP also asked Canadians what methods of payment they used to make their donations. The vast majority of donations were made using cash or by cheque (88%). Seven percent of donations were made via credit card, 2% through payroll deductions and 1% through authorized account deductions. In terms of the amounts donated via each method, cash and cheques accounted for 80% of the total value of donations, credit cards 8%, and payroll deductions 3%. Although authorized account deductions made up a very small percentage of the number of donations, they accounted for 5% of the total value.

Donors who paid via credit card, debit card or authorized account deductions were asked whether they donated via the Internet. Over a quarter (27%) of these donors did so. However, Internet donations were generally smaller (\$119 on average, vs. \$216 for non-Internet donations).

Encouraging Canadians to give: planning ahead vs. giving spontaneously

The 2007 CSGVP shows that while most Canadians give in response to being asked, those who plan their giving in advance tend to give more (Chart 1.18). The results also highlight the importance of lasting relationships between donors and the charitable and nonprofit organizations they support because those who donate repeatedly to the same organizations also tend to give more.

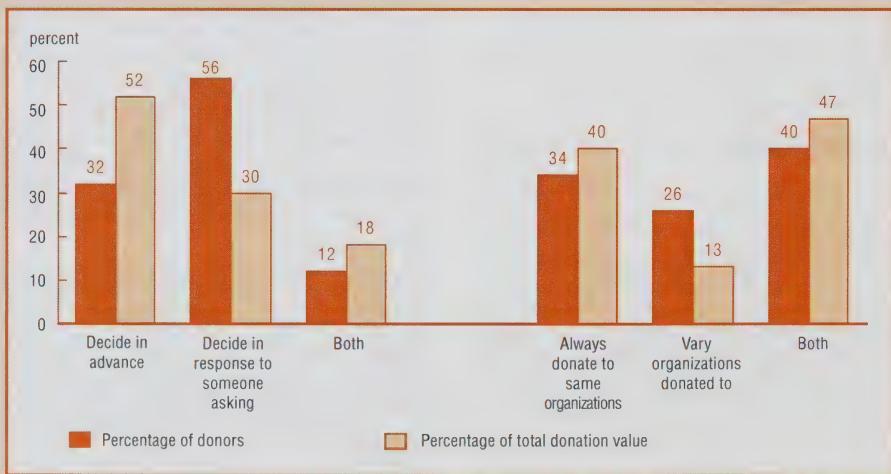
Although a minority of donors plan the amounts they will give in advance, those who do so tend to give larger amounts. In 2007, 19% of donors reported that they decided in advance how much they intended to give to charitable organizations over the course of a year. These donors contributed an average of \$797 annually, compared to \$351 for those who did not decide how much to give in advance. Donors who decided in advance how much to give accounted for 35% of the total value of donations, significantly more than 19% of donors represented by this group.

The CSGVP also asked donors, for their larger donations, whether they decide in advance which organizations they will support. Again, donors who make these decisions in advance contribute more than those who do not. As shown in Chart 1.18, about a third of donors (32%) decided in advance which organizations they would support. On average, this third of donors made annual donations of \$730 each and collectively they contributed over half (52%) of the total value of donations. In contrast, the 56% who donated in response to being asked contributed an average of \$240 annually and accounted for 30% of the total value of donations. The remaining 12% of donors who both planned their donations and made donations in response to being asked contributed an average of \$646 annually and accounted for 18% of the total value of donations.

Donors who regularly donate to the same organizations also tend to give more. Approximately one third of donors (34%) said they always donate to the same charitable and nonprofit organizations. On average, they contributed \$521 annually and collectively accounted for 40% of the total value of donations. A somewhat larger group (40% of donors) pursued a mixed strategy, both donating repeatedly to the same organizations and varying the organizations they supported. These donors contributed an average of \$518 annually and accounted for 47% of the total value of donations. In contrast, the quarter of donors (26%) who pursued a strategy of varying the organizations they supported contributed just \$224, on average, and accounted for only 13% of the total value of donations.

Chart 1.18

Percentage of donors and percentage of total donation value, by ways in which donors decide to give larger donations and pattern of giving for all donations, donors aged 15 and older, Canada, 2007



Note: Percentages may not add to 100 due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

The reasons for making financial donations

The CSGVP asked a number of questions that explored donors' reasons for donating as well as the factors that kept them from donating more.

Motivations

Donors were asked whether each of six possible motivations for giving to charitable and nonprofit organizations were important to their donation decisions over the previous 12 months (Chart 1.19). The reasons most frequently identified as being important were: feeling compassion towards people in need (90%), wanting to help a cause in which they personally believed (86%), wanting to make a contribution to the community (80%), and having been personally affected or knowing someone personally affected by the cause the organization supports (62%). Somewhat fewer donors donated to fulfill religious obligations or beliefs (32%), or because government would give them a credit on their income tax (23%).

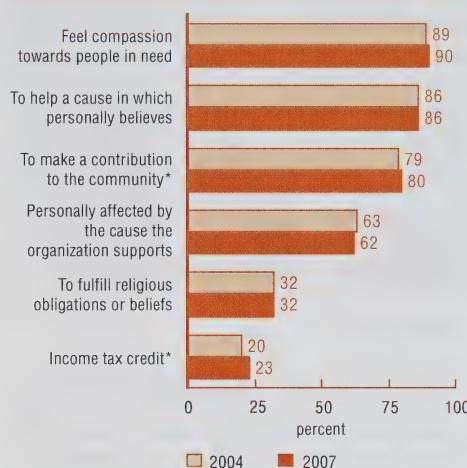
Compared to 2004, there has been little change in the reasons donors identified for their charitable giving. The only exception was a modest increase in the percentage of donors agreeing that tax credits were an important factor (increased from 20% in 2004 to 23% in 2007).

The role of tax credits

Canadians who donate to registered charitable organizations are eligible to receive income tax credits in return for their donations. Almost half (46%) of donors said that they or someone in their household would be claiming an income tax credit for the donations made over the previous 12 months. As shown in Chart 1.20, the likelihood of intending to claim such a tax credit increases with the amount given. Just over four fifths (83%) of the donors who gave \$1,002 or more (the top 10% of donors) said that they or someone in their household would claim tax credits, compared to just 25% of donors who donated \$120 or less (the bottom 50% of donors).

Chart 1.19

Reasons for making financial donations, donors aged 15 and older, Canada, 2004 and 2007

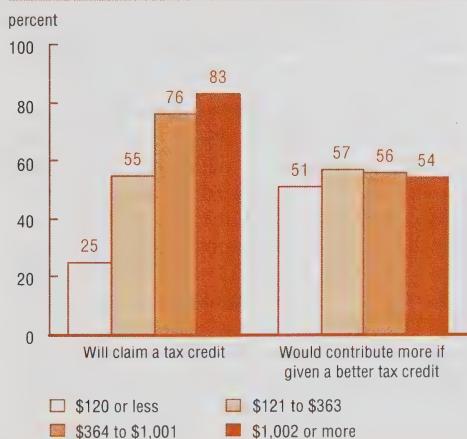


* Represents a statistically significant difference ($\alpha=0.05$) between 2004 and 2007.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004 and 2007*.

Chart 1.20

Percentage of donors who planned to claim a tax credit and percentage who would contribute more if given a better tax credit, by amount of annual donations, donors aged 15 and older, 2007



Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Many Canadians claim tax credits and those who give the largest amounts are most likely to do so, however, the prospect of better tax credits as a motivator does not appear to increase with the amount given. A majority of donors (54%) said that they would make larger donations if the government gave them a better tax credit for their donations. However, after a key threshold of giving was reached (\$121 or more), the percentage of donors saying that they would donate more in return for a better tax credit remained largely unchanged (e.g., 57% of those who gave between \$121 and \$363 and 54% of those who gave \$1,002 or more).

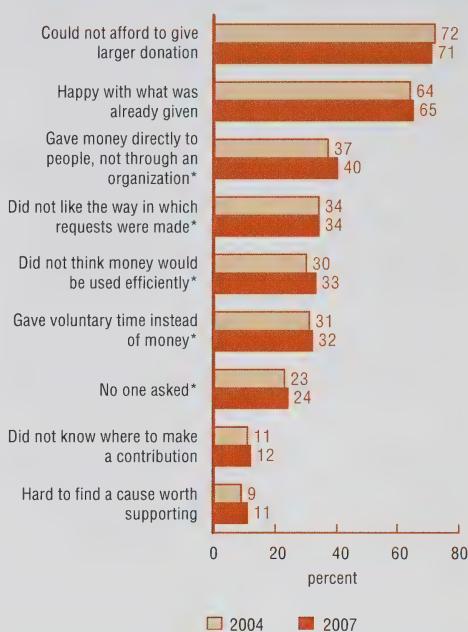
Barriers

Donors were presented with nine possible barriers to giving and were asked whether they were reasons that they did not give more (Chart 1.21). Donors were most likely to report that they did not give more because they could not afford to do so (71%), or because they were happy with the amounts that they had already contributed (65%). Forty percent indicated that the reason they did not give more was because they believed that they already gave enough directly to people, without involving an organization. About a third agreed that they did not give more because they did not think that the money would be used efficiently (33%), or because they gave voluntary time instead of money (32%). A comparatively small percentage (11%) identified difficulty finding a worthy cause as a barrier to increased giving.

A number of barriers to increased giving are related to the ways in which charitable and nonprofit organizations make their requests for donations. About a third of donors (34%) indicated that they did not give more because they did not like the ways in which requests for donations were made. About a quarter (24%) indicated that no one asked them to give more and 12% did not know where to make a contribution. Compared to 2004, there have been few changes in the barriers that donors identify that keep them from giving more.

Chart 1.21

Reasons for not making more financial donations, donors aged 15 and older, Canada, 2004 and 2007



* Represents a statistically significant difference ($\alpha=0.05$) between 2004 and 2007.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004 and 2007*.

What do prospective donors not like about requests?

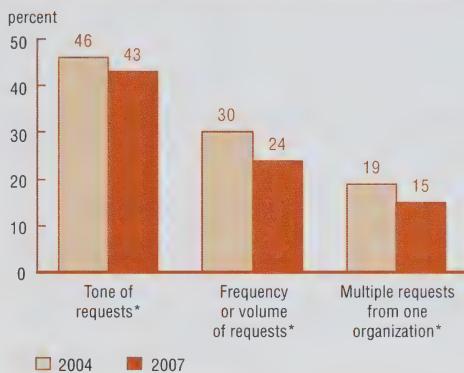
Donors who reported that they did not give more because they did not like how requests for donations were made (34% of donors) were asked to indicate what it was about the requests that they did not like. The most frequent issue identified was the tone of the requests (reported by 43% of those who indicated that they did not like how requests were made) (Chart 1.22). About a quarter (24%) indicated that they did not

like the frequency or volume of requests from organizations and 15% did not like receiving multiple requests from the same organizations. Just under half of donors (44%) said that they disliked some other aspect of the request.

There has been no change between 2004 and 2007 in the percentage of donors who did not like how requests for donations were made. However, there has been an encouraging decline in the number of Canadians who identified having issues with the frequency or volume of requests (from 30% to 24% in 2007), receiving multiple requests from an organization (from 19% to 15%) or the tone of requests (from 46% to 43%).

Chart 1.22

Selected factors disliked about requests, donors aged 15 and older who did not like the way in which requests for donations were made, Canada, 2004 and 2007



* Represents a statistically significant difference ($\alpha=0.05$) between 2004 and 2007.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004 and 2007*.

Chapter 2

Volunteering

Just under half of Canadians volunteered their time, energy and skills with charities and nonprofit organizations in 2007. Their many contributions encompass the entire range of tasks that organizations require including; serving on boards and committees, canvassing for funds, providing counseling services or making friendly visits to seniors, delivering food, helping build facilities, serving as volunteer drivers, helping to protect the environment and wildlife, advocating for social causes and coaching children and youth.

This chapter presents findings about the volunteer activities of Canadians during the 12-month period covered by the 2007 CSGVP. We begin by highlighting the key changes in volunteering that have been observed since 2004. Next, we focus on the rates and amount of volunteering reported in 2007 and the types of organizations that Canadians supported through their volunteer contributions. We then turn to the socioeconomic characteristics of volunteers and outline the characteristics that distinguish those volunteers who contribute the most hours from others. Following this, we outline what types of volunteer activities that Canadians engage in, the ways in which they became involved, along with reported motivations and barriers that keep people from volunteering more. We conclude the chapter by presenting findings about informal volunteering – the ways in which Canadians help others directly, rather than through a charitable or nonprofit organization.

Volunteering in 2007: What's New?

Since the 2004 CSGVP, the volunteer activities of Canadians have changed in several ways. The most noteworthy changes are:

- A 5.7% increase in the total number of volunteers, from 11.8 million in 2004 to 12.5 million in 2007.
- A 4% increase in the total number of volunteer hours (from 1,983 million to 2,067 million).
- Changes in volunteering among specific social and demographic groups including:
 - A 4% increase in the rate of volunteering among the religiously active (i.e., those who attend religious services at least once a week) from 62% to 66%.
 - A 8% decrease in the average number of hours volunteered by those with pre-school aged children only (from 125 hours to 105 hours)
 - A 16% increase in the average number of hours volunteered by those with only school-aged children (from 142 hours to 165) and a 10% increase by those with no the children in the household (from 173 to 191).
- Changes in provincial and territorial patterns of volunteering including:
 - Increases in the rate of volunteering in Prince Edward Island (47% to 56%), Nova Scotia (48% to 55%), and Saskatchewan (54% to 59%).
 - Decreases in the rate of volunteering in Ontario (50% to 47%).
 - Decreases in the average number of volunteer hours in Saskatchewan (from 188 hours in 2004 to 147 hours in 2007) and British Columbia (from 199 hours to 172 hours).

Volunteering in Canada

Almost 12.5 million Canadians, the equivalent of 46% of the population aged 15 and over, volunteered for charitable and nonprofit organizations in 2007 (Table 2.1). Collectively, these volunteers contributed just over 2.1 billion volunteer hours, equivalent to almost 1.1 million full-time jobs.

Both the number of volunteers and the total number of volunteer hours increased from 2004 to 2007. The number of volunteers increased by 669,000 or 5.7%, part of which can be attributed to a 3.7% increase in the population aged 15 and older. Volunteer hours increased by 84 million hours or 4.2%. However, the average number of hours volunteered annually remained about the same at 166 hours in 2007. The median number of hours volunteered fell by 5, from 61 hours in 2004 to 56 hours in 2007.

Table 2.1 Volunteers and volunteer hours, population aged 15 and older, Canada, 2004 and 2007

	2007	2004	
Rate of volunteering			
Total population*	(thousands)	27,069	26,093
Volunteers*	(thousands)	12,478	11,809
Volunteer rate	(percent)	46	45
Hours volunteered			
Total hours volunteered	(millions)	2,067	1,983
Full-time year-round job equivalents ¹	(jobs)	1,076,673	1,033,019
Average hours volunteered per year	(hours)	166	168
Median hours volunteered per year	(hours)	56	61

* Represents a statistically significant difference ($\alpha=0.05$) between 2004 and 2007.

1. Assuming 40 hours of work per week for 48 weeks.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004 and 2007*.

Many Canadians engage in volunteering as part of a group with family or friends. Just over one quarter of volunteers (26%) said they volunteered as part of a group project with family members, while 43% volunteered with their friends, neighbours, or colleagues. These figures were essentially unchanged from 2004.

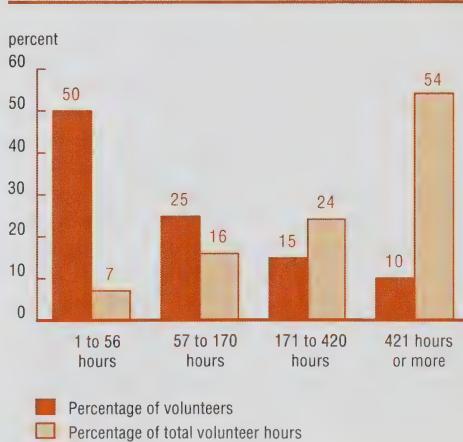
Twenty-three percent of volunteers used the Internet in some way in order to perform volunteer activities for a group or organization, while 10% used the Internet to search for volunteer opportunities. Both of these were modest increases from 2004 when 20% used the Internet for volunteer activities and 8% used it to seek out volunteer opportunities.

The concentration of support

Most of the volunteer hours that are contributed in Canada come from a small minority of volunteers. Chart 2.1 groups volunteers according to the total number of hours they volunteered in 2007 and shows the percentage of total volunteer hours each group of volunteers contributed. The top 25% of volunteers (i.e., volunteers who contributed 171 hours or more) contributed 78% of all volunteer hours. The 10% of volunteers who contributed 421 hours or more during 2007 collectively contributed 54% of total volunteer hours.

Chart 2.1

Distribution of volunteers and percentage of total volunteer hours contributed, by annual hours volunteered, volunteers aged 15 and older, Canada 2007



Note: Figures may not add to 100 due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Expressed in terms of the Canadian population, 4.6% of Canadians (i.e., 10% of the 46% of Canadians who volunteer) accounted for 54% of total volunteer hours, and 12% of Canadians contributed 78% of total hours.

The organizations supported by Canadians

Canadians are most likely to volunteer for four main types of organizations (Chart 2.2).¹⁵ More than one in ten volunteered for sports and recreation (11%) and social services organizations (11%), while 10% gave time to education and research and religious organizations. The percentage of Canadians volunteering for each type of organization in 2007 was virtually unchanged from 2004.

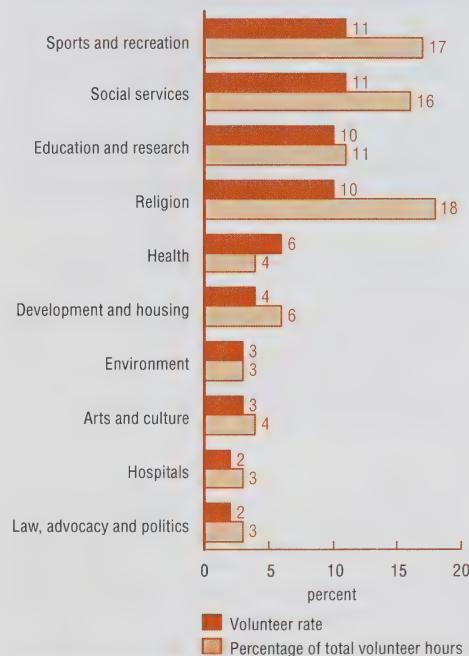
Most of the hours contributed went to the same four types of organizations (Chart 2.2). Religious organizations received the largest percentage of volunteer hours (18%), followed by sports and recreation (17%), social services (16%), and education and research organizations (11%). The percentage of total hours each organization type received in 2007 was largely unchanged from 2004.

Volunteers contributed the largest average numbers of hours to religious (141 annually), sports and recreation (119), social services (114) and arts and culture organizations (107) (Chart 2.3). They contributed the least average numbers of hours to health organizations (52) and grant-making, fundraising and voluntarism promotion organizations (44).

The average number of hours volunteers contributed to most types of organizations decreased modestly between 2004 and 2007. The largest declines were seen among law, advocacy, and politics organizations (from 123 hours to 104 hours, or 15%), business and professional associations and unions (which decreased 14%) and arts and culture organizations (11%). In contrast, the average hours contributed to religious organizations increased by 12%.

Chart 2.2

Volunteer rate and percentage of total volunteer hours, by selected organization type, population aged 15 and older, Canada, 2007



15. Respondents were asked to indicate the names of the organizations for which they volunteered and to state what the organizations did. Based on this information, organizations were classified into 15 categories according to the types of activities performed. The classification system is described in Appendix 1, *Glossary of terms*.

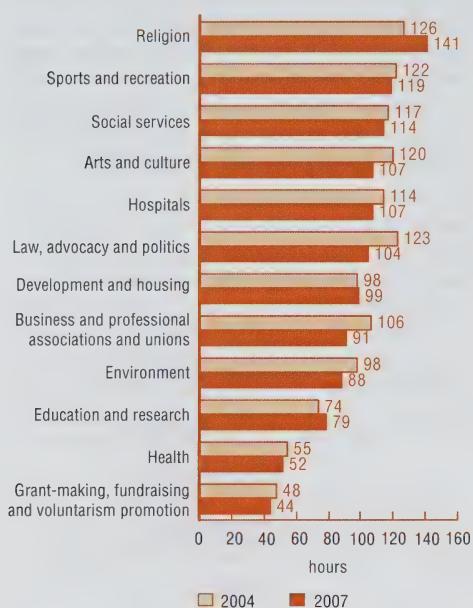
Notes: Some types of organizations are excluded due to the reliability of the estimates.

The complete classification system is described in Appendix 1, *Glossary of terms*.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Chart 2.3

Average volunteer hours, by selected organization type,
volunteers aged 15 and over, Canada, 2004 and 2007



Notes: Some types of organizations are excluded due to the reliability of the estimates.

The complete classification system is described in Appendix 1, *Glossary of terms*.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Most volunteer activity is concentrated on a single organization. Just over half of volunteers (51%) volunteered for only one organization during the previous year, 28% volunteered for two organizations, and 22% volunteered for three or more. In terms of total time allotted, volunteers contributed 77% of their volunteer hours to the one organization to which they contributed the most hours.

A profile of Canadian volunteers

There are a number of personal and economic characteristics that distinguish those individuals who are most likely to volunteer and who volunteer the greatest number of hours from others. For example, higher levels of volunteering are associated with increased age, higher levels of education and household income, being employed and having children in the household. While we explore the role of these characteristics separately, it is important to note that many are related to one another (e.g., income generally increases with education).

Generally speaking, the likelihood of volunteering decreases with age while the number of hours volunteered increases (Table 2.2). For example, 58% of 15 to 24 year olds volunteered, compared to 36% of those 65 and over. However, those 65 and over volunteered an average of 218 hours while 15 to 24 year olds volunteered an average of only 138 hours. The exception to this trend appears to be 25 to 34 year olds, who were less likely to volunteer than those aged 35 to 44 (40% vs. 52%) and volunteered fewer hours on average (133 vs. 158). The pattern of volunteering by age is largely unchanged from 2004, with the exception of an increase in the volunteer rate (from 32% to 36%) and a decline in the average hours contributed (from 245 to 218) among those 65 and over.

In contrast, the likelihood of volunteering increases with household income, while the average hours volunteered generally decreases. For example, those with annual household incomes of less than \$20,000 were least likely to volunteer (31%), but contributed the largest average hours (200), while those with annual incomes of \$100,000 or more were most likely to volunteer (60%), but volunteered much fewer hours on average (155). Those with annual household incomes between \$40,000 and \$59,999 provided the only exception to this trend by contributing the lowest average number of hours (153). While the rates of volunteering were largely unchanged from 2004, the average hours volunteered generally increased in 2007 for most income groups.

Volunteering generally increases with educational attainment. Those with higher levels of formal education are more likely to volunteer than others and they contribute more hours when they volunteer. For example, those with less than a high school education were least likely to volunteer (39%) and volunteered the fewest hours (136), while those with a university degree were most likely to volunteer (57%) and volunteered the most hours (187). In a slight divergence from this pattern, those with some postsecondary education were somewhat more likely to volunteer than those with a postsecondary diploma (50% vs. 47%). These findings are similar to those reported for 2004, with the only major difference being a decrease in the average hours volunteered among those with some postsecondary education (from 166 hours in 2004 to 138 in 2007).

Turning to labour force status, those who were employed were most likely to volunteer (50%), while those who were not in the labour force (44%) or unemployed (38%) were less likely to volunteer. However, those who were unemployed or not in the labour force contributed more hours (205 and 190 average

hours, respectively) than those who were employed (150). This pattern is similar to that reported in 2004, with the exception that those who were unemployed were less likely to volunteer and contributed fewer hours than they had in 2004.

The likelihood of volunteering is higher among those with school-aged children in the household than among others.¹⁶ Those with only school-aged children present were most likely to volunteer (62%), followed by those with both pre-school and school-aged children (54%). In contrast, those with only pre-school-aged children (41%) or no children in the household (39%) were least likely to volunteer. Those with either pre-school children only or with both pre-school and school-aged children reported the fewest average volunteer hours (110 and 147, respectively) while those without children in the household contributed the most hours (184). Compared to 2004, there was a modest increase in the likelihood of volunteering among those with only school-aged children in the household.

16. Pre-school-aged is defined as ages 0 to 5, while school-aged is defined as ages 6 to 17.

Table 2.2 Volunteer rate, mean and median annual volunteer hours, by personal and economic characteristics, population aged 15 and older, Canada, 2004 and 2007

	Volunteer rate		Average annual volunteer hours ¹		Median annual volunteer hours ¹	
	2007	2004	2007	2004	2007	2004
	percent		hours		hours	
Total	46	45	166	168	56	61
Age						
15 to 24	58	55	138	139	41	50
25 to 34	40	42	133	137	45 ^E	50
35 to 44	52	51	158	152	52	60
45 to 54	48	47	170	177	66	71
55 to 64	40	42	205	202	75	80
65 and older	36	32*	218	245	100	119
Sex						
Male	45	44	168	168	59	60
Female	47	47	164	168	55	64
Marital status						
Married or common-law	47	46	168	172	60	67
Single, never married	48	48	153	148	47	51
Separated or divorced	39	43*	196	199	62	65
Widow or widower	31	28	179	201	86	104
Education						
Less than high school	39	37	136	140	40	48
Graduated from high school	42	42	159	161	60	62
Some postsecondary	50	50	138	166	53	66
Postsecondary diploma	47	47	168	172	57	61
University degree	57	59	187	180	75	72
Labour force status						
Employed	50	50	150	152	52	60
Unemployed	38	42	205	235	98 ^E	F
Not in the labour force	44	43	190	199	60	75
Household income						
Less than \$20,000	31	30	200	177	52	59
\$20,000 to \$39,999	36	37	183	175	58	66
\$40,000 to \$59,999	44	45	153	184*	55	64
\$60,000 to \$79,999	47	48	173	168	60	60
\$80,000 to \$99,999	52	51	161	151	56	60
\$100,000 or more	60	60	155	155	56	62
Presence of children in household²						
No children in household	39	40	184	191	64	70
Pre-school aged children only	41	43	110	125	35 ^E	40
Both pre-school and school aged children	54	53	147	141	54 ^E	50
School aged children only	62	59*	153	142	52	60

* Represents a statistically significant difference ($\alpha=0.05$) between 2004 and 2007.

E use with caution

F too unreliable to be published

1. Estimates of average and median volunteer hours are calculated for volunteers only.

2. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004 and 2007*.

Top volunteers

Top volunteers – the 25% of volunteers who volunteered 171 hours or more annually and accounted for 78% of all volunteer hours – are a key resource for charitable and nonprofit organizations. These top volunteers can be distinguished from others by their religious activity, education, income and the presence of school-aged children in their household.

Those who report attending religious services at least once a week are much more likely than others to be top volunteers (23% were top volunteers vs. 9% of those who did not attend weekly) (Table 2.3). The likelihood of being a top volunteer also tends to increase with educational attainment and household income. For example, 17% of those with a university degree were top volunteers, as were 14% of those with annual household incomes of \$100,000 or more. Top volunteers are also more likely to be found in households with only school-aged children present (14% of those from these households were top volunteers).

The connections between early life experiences and volunteering

The likelihood of volunteering in later life appears to be linked to a number of early life experiences during one's primary or secondary

schooling.¹⁷ Those who had these prior life experiences were more likely than other Canadians to volunteer. These experiences include:

- having been active in student government (61% volunteered);
- having one or more parents who did volunteer work in the community (58%);
- having been active in a religious organization (56%);
- having done some kind of volunteer work (55%);
- having belonged to a youth group, such as guides or scouts, a 4-H club, or a choir (54%);
- having gone door-to-door to raise money for a cause or organization (53%);
- having seen someone they admired helping others (53%); and
- having participated in an organized team sport (52%).

17. Respondents were asked whether they had these experiences while in grade school or high school.

Table 2.3 Percentage of population who are top volunteers¹ and percentage of volunteer hours contributed, by personal and economic characteristics, population aged 15 and older, Canada, 2007

	Percentage in category who are top volunteers	Number of top volunteers in category as a percentage of total population	Percentage of total annual volunteer hours contributed by top volunteers in category
percent			
Age			
15 to 24	11	2	13
25 to 34	8	1	8
35 to 44	12	2	15
45 to 54	13	2	16
55 to 64	13	2	13
65 and older	12	2	13
Sex			
Male	11	6	38
Female	12	6	40
Marital status			
Married or common-law	12	7	49
Single, never married	10	3	20
Separated or divorced	11	1	6
Widow or widower	10	0	3
Education			
Less than high school	6	1	9
Graduated from high school	10	2	11
Some postsecondary	11	1	4
Postsecondary diploma	12	4	25
University degree	17	3	21
Labour force status			
Employed	11	6	42
Unemployed	13	0 ^E	1 ^E
Not in labour force	13	3	25
Household income level			
Less than \$20,000	8	1	7
\$20,000 to \$39,999	10	2	14
\$40,000 to \$59,999	11	2	13
\$60,000 to \$79,999	12	2	13
\$80,000 to \$99,999	13	1	9
\$100,000 or more	14	3	21
Presence of children in household²			
No children in household	11	7	47
Pre-school aged children only	7	1	3 ^E
Both pre-school and school aged children	12	1	4
School aged children only	14	3	23
Religious attendance			
Weekly attendance	23	4	26
Not a weekly attendee	9	7	44

^E use with caution

1. Top volunteers are defined as the 25% of volunteers who contributed the most hours (171 hours or more).

2. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

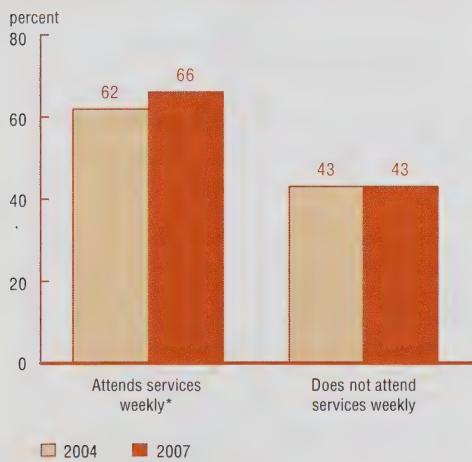
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

The role of religion

The frequency of attendance at religious services is linked to all forms of prosocial behaviour measured by the CSGVP, including volunteering. Those who attended religious services on a weekly basis were much more likely to volunteer than those who did not (66% vs. 43%) (Chart 2.4). Similarly, weekly attendees who volunteered tended to volunteer more time (232 hours vs. 142 hours) (Chart 2.5).

Chart 2.4

Volunteer rate by weekly attendance at religious services, population aged 15 and over, Canada, 2004 and 2007



* Represents a statistically significant difference ($\alpha=0.05$) between 2004 and 2007.

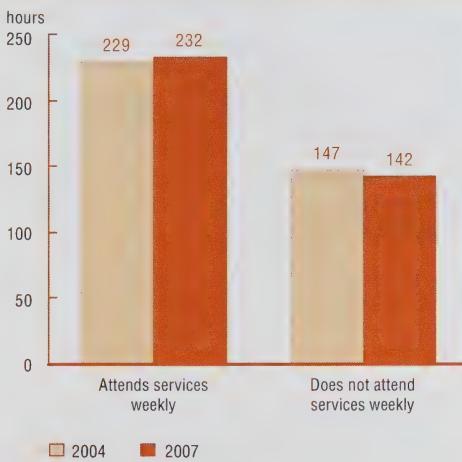
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004 and 2007*.

Weekly attendees accounted for 17% of Canadians but contributed 35% of total volunteer hours in 2007. They contributed 85% of total hours volunteered to religious organizations and 23% of hours volunteered to non-religious organizations.

There were few notable changes in the role of religion between 2004 and 2007. The only exception was a modest increase in the rate of volunteering among those who attended religious services on a weekly basis (from 62% in 2004 to 66% in 2007).

Chart 2.5

Average hours volunteered by weekly attendance at religious services, volunteers aged 15 and over, Canada, 2004 and 2007



Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004 and 2007*.

Volunteering among immigrants

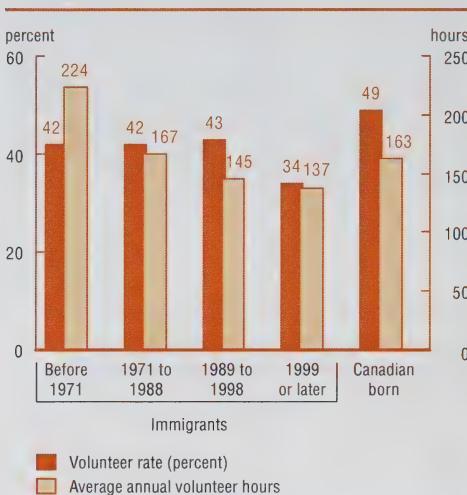
Immigrants were less likely than native-born Canadians to volunteer (40% vs. 49%). However, those immigrants who did volunteer contributed slightly more hours (171 vs. 163).

The likelihood of volunteering does not change greatly with the length of time immigrants have been in Canada, with the exception that those who have been in Canada the shortest amount of time (from 1999 to the present) were least likely to volunteer (Chart 2.6).¹⁸ Immigrants who have been in Canada for longer periods tend to volunteer more hours than those who arrived more recently. For example, those volunteers who arrived before 1971 contributed an average of 224 hours annually, compared to 137 hours for volunteers who arrived in Canada in 1999 or later. While immigrants are less likely to volunteer than native-born Canadians, those who arrived before 1971 volunteer more hours, on average (224 vs. 163). As previously noted in the context of charitable giving, it is important to understand that the volunteering behaviours of immigrants are likely to be related to personal and economic characteristics they possess in addition to their immigrant status.

18. This analysis divides immigrants into four equally sized groups, depending on when they arrived in Canada. In other words, approximately one quarter of immigrants arrived in Canada before 1971, one quarter arrived between 1971 and 1988, another quarter arrived between 1989 and 1998, and the last quarter arrived since 1999.

Chart 2.6

Volunteer rate and average annual volunteer hours¹, by year of immigration, population aged 15 and over, Canada, 2007



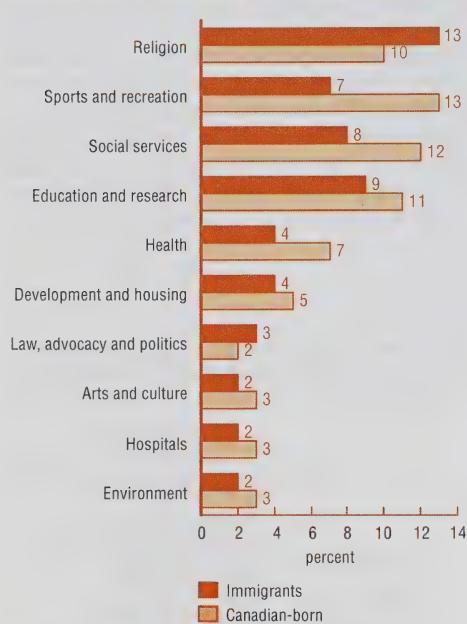
1. Estimates of average volunteer hours are calculated for volunteers only.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating*, 2007.

The types of organizations that immigrants volunteer with are generally similar to the pattern for native-born Canadians (Chart 2.7). There are, however, some significant exceptions. For example, immigrants were less likely than native-born Canadians to volunteer for sports and recreation (7% vs. 13% of Canadian-born) and social services organizations (8% vs. 12%). On the other hand, immigrants were slightly more likely to volunteer for religious organizations (13% vs. 10%).

Chart 2.7

Volunteer rate, by selected organization type, immigrants and native-born Canadians aged 15 and over, Canada, 2007



Notes: Some types of organizations are excluded due to the reliability of the estimates.

The complete classification system is described in Appendix 1, *Glossary of terms*.

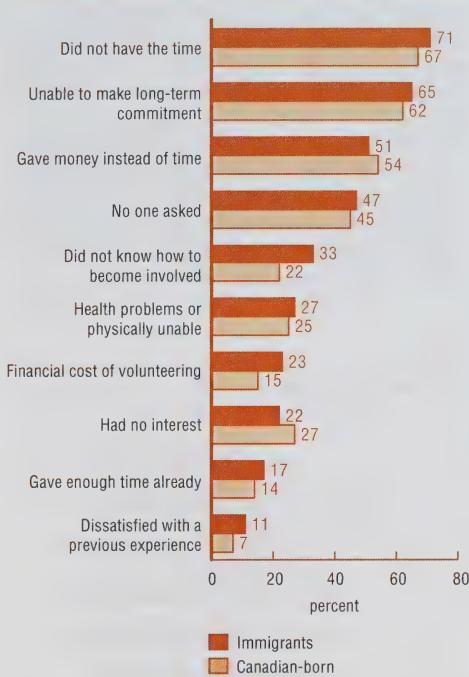
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating*, 2007.

Turning to the hours contributed, immigrants contributed almost a third (32%) of their volunteer time to religious organizations, compared to 16% for native-born Canadians. In contrast, Canadian-born volunteers contributed more time to social services organizations (18% vs. 10%) and sports and recreation organizations (18% vs. 13%) than did immigrant volunteers.

Immigrant volunteers and Canadian-born volunteers generally report similar reasons for their volunteering. However, immigrants were more likely than Canadian-born volunteers to report religious beliefs as a reason for volunteering (34% vs. 20%) and less likely to indicate that they volunteered because they or

Chart 2.8

Barriers to volunteering, immigrant and Canadian-born volunteers aged 15 and over, Canada, 2007



Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating*, 2007.

someone close to them had been personally affected by the cause the organization supports (52% vs. 60%) or because their friends volunteered (43% vs. 47%).

Immigrants who did not volunteer were more likely than Canadian-born non-volunteers to report almost all barriers to volunteering (Chart 2.8). In particular, they were more likely to say that they did not know how to become involved (33% vs. 22% of Canadian-born non-volunteers), that the costs associated with volunteering were a barrier (23% vs. 15%), and that they were dissatisfied with a previous volunteer experience (11% vs. 7%).

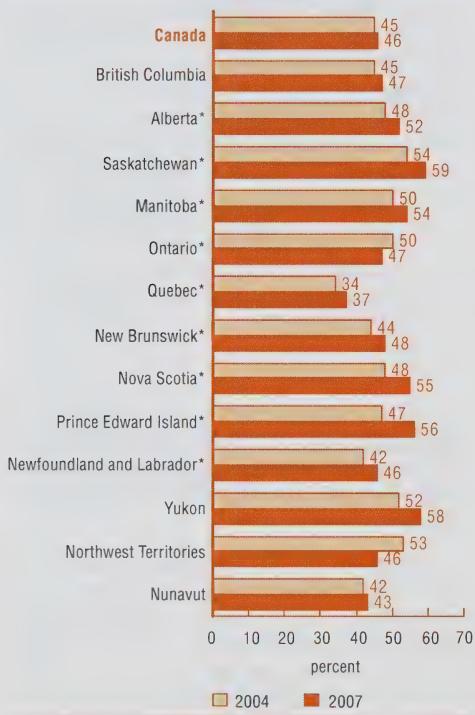
Provincial / Territorial variations

Volunteer activity varies substantially among the provinces and territories (Chart 2.9). The volunteer rate was highest in Saskatchewan (59%), the Yukon (58%), Prince Edward Island (56%) and Nova Scotia (55%). It was lowest in Quebec (37%).

The largest average hours volunteered were reported in Nunavut (186), Nova Scotia (183), the Yukon (176), Newfoundland and Labrador (176) and New Brunswick (175) (Chart 2.10). The fewest hours were reported in Prince Edward Island and Saskatchewan (both 147).

Chart 2.9

Volunteer rate, by province and territory, population aged 15 and over, Canada, 2004 and 2007



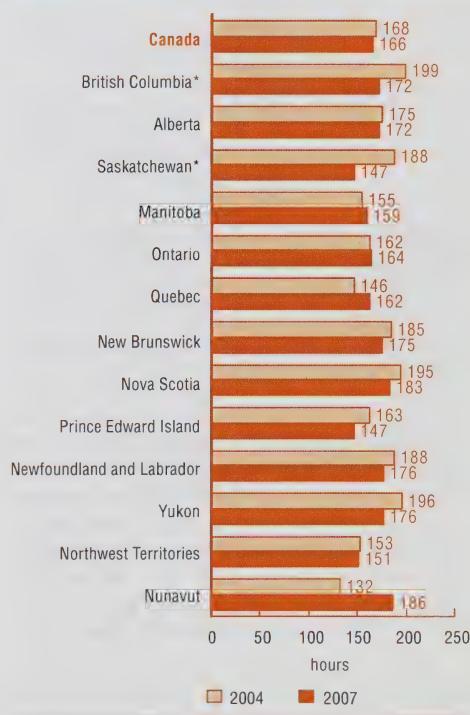
* Represents a statistically significant difference ($\alpha=0.05$) between 2004 and 2007.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004 and 2007*.

In comparison to 2004, the volunteer rate increased in most provinces and territories. The largest increases occurred in Prince Edward Island (from 47% to 56%), Nova Scotia (48% to 55%), and Saskatchewan (54% to 59%). In contrast, the rate of volunteering declined in Ontario (50% to 47%). Between 2004 and 2007, the average hours volunteered declined in many provinces. The largest decreases were seen in Saskatchewan where average hours dropped 21% (from 188 hours in 2004 to 147 hours in 2007) and British Columbia, which fell by 14% (from 199 hours in 2004 to 172 hours in 2007).

Chart 2.10

Average annual volunteer hours, by province and territory, volunteers aged 15 and over, Canada, 2004 and 2007



* Represents a statistically significant difference ($\alpha=0.05$) between 2004 and 2007.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004 and 2007*.

What volunteers do

Volunteer contributions tend to be focused on a few specific types of activities, notably organizing or supervising events (reported by 45% of volunteers) and fundraising (44%) (Chart 2.11). One third of volunteers reported serving on a committee or board while 30% reported that they provide teaching, educating or mentoring. Other frequently reported volunteer activities include: providing counseling or advice (28%), collecting, serving or delivering food or other goods (27%), and engaging in office work, bookkeeping, or other administrative work (24%). Less than 20% reported other types of activities such as maintenance work or repairs, canvassing and first-aid, fire-fighting or search and rescue. There has been little change from 2004, with two main exceptions. Activities aimed at conservation or environmental protection increased from 16% of

volunteers in 2004 to 19% in 2007 and participation in 'other' activities increased from 10% to 18% in 2007.

To understand how much time volunteers devote to different types of activities, respondents were asked to report what they did for the organization to which they contributed the most hours. Volunteers spent most of their time organizing or supervising events (15% of hours), teaching, educating or mentoring (14%), sitting on committees or boards (9%), engaging in office work, bookkeeping, administrative, or library work (9%), and fundraising (9%) (Chart 2.12). These findings are very similar to those reported in 2004.

Chart 2.11

Participation rate by type of volunteer activity, volunteers aged 15 and over, Canada, 2007



Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating*, 2007.

Chart 2.12

Distribution of annual volunteer hours,¹ by type of volunteer activity, volunteers aged 15 and over, Canada, 2007



1. Volunteers were asked to report volunteer hours by type of activity for the organization to which they contributed the most hours. This distribution therefore refers only to hours spent on activities for the organization to which each volunteer gave the most time.

Note: Percentages may not add to 100 due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating*, 2007.

How volunteers become involved

Just under half of volunteers (45%) said that they approached an organization on their own initiative to become involved as a volunteer, while 48% were asked to volunteer by someone. Those that approached the organization on their own learned about the volunteer opportunity in a variety of ways – 14% said they became involved because they responded to an advertisement such as a poster or in a newspaper, 3% responded to a public appeal on TV or radio, 3% learned about it on the Internet, and 2% were referred by another agency.

Although less than half of volunteers became involved after approaching the organization on their own initiative, these volunteers contributed more hours, on average (148 vs. 108), than others and contributed over half of all volunteer hours (53%).

Compared to 2004, there were no significant changes in the methods by which volunteers became involved with charitable or nonprofit organizations.

The reasons for volunteering

The reasons people have for volunteering with a charity or nonprofit organization can range from the altruistic to the instrumental (e.g., to learn skills). But simply wanting to volunteer may not be enough. Some people may have to overcome barriers to their participation such as competing demands for time or simply not knowing how to get started. The CSGVP asked a series of questions to understand why individuals volunteer and why some volunteer more than others.

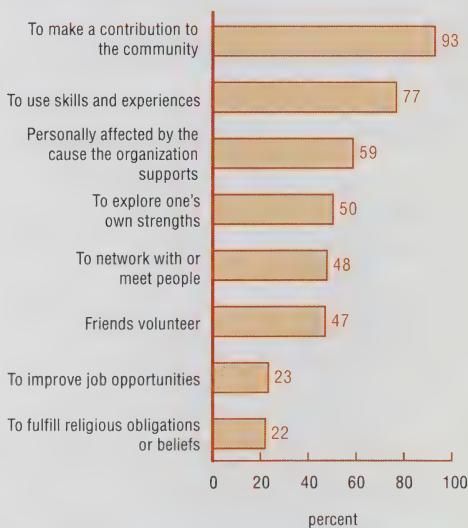
Motivations

Volunteers were asked whether a number of possible reasons for volunteering were important to their decision to volunteer for the organization to which they contributed the most hours. Most (93%) agreed that the desire to make a contribution to their community was an

important reason for their volunteering (Chart 2.13).¹⁹ Other frequently reported reasons were the desire to make use of personal skills and experiences (77%) and having been personally affected by the cause that the organization supports (59%). Around half of all volunteers reported that they volunteered to explore their own strengths (50%), to network or meet people (48%) and because their friends volunteered (47%). Improving job opportunities (23%) and fulfilling religious obligations or beliefs (22%) were less frequently cited as reasons. In comparison to 2004, there has been little change in the reported motivations of volunteers.

Chart 2.13

Reasons for volunteering,¹ volunteers aged 15 years and older, Canada, 2007



1. Volunteers were asked about their reasons for volunteering for the organization to which they contributed the most hours.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

19. Respondents were asked to agree or disagree whether each of eight possible reasons for volunteering were important.

Mandatory community service

Many Canadians perform community service in response to requests by authorities such as schools and employers or by nonprofit and charitable organizations themselves (e.g., a nonprofit daycare that requires parents to volunteer). To assess the extent of such 'mandatory' community service, volunteers were asked if they were required to volunteer for the organization to which they contributed the most hours.²⁰ Just 7% said that they were required to do so. This community service provided a minimum of approximately 119 million volunteer hours or close to 6% of the total hours contributed to nonprofit and charitable organizations in 2007.²¹ There were no substantial changes in reported mandatory community service between 2004 and 2007.

Almost half of those who provided mandatory community service said they were required to do so by the organization for which they volunteered (46%). Just under a third (32%) said their school required them to do so, 6% cited their employer and 16% some other authority.²² Mandatory community service is most common among young Canadians and those with lower levels of educational attainment. Thirteen percent of 15 to 24 year olds provided mandatory community service (compared to 7% overall) with 61% of them doing so because their school required it. The likelihood of being required to provide community service generally declined with age, educational attainment and household income.

Those who engaged in mandatory community service tended to contribute more hours to the organizations they supported than those who volunteered without being required to do so (141 hours vs. 125 hours).²³

- 20. We use the term *mandatory community service* to distinguish mandated contributions of time from those that were entirely voluntary. The CSGVP includes mandatory community service in its estimates of the total amount of time contributed to nonprofit and charitable organizations.
- 21. This is a minimum because volunteers were only asked about mandatory community service performed for the organization to which they volunteered the most hours.
- 22. The CSGVP did not collect information about these authorities; however it would include such things as court-ordered community service.
- 23. These averages are for the organization to which volunteers reported contributing the most hours. Hours volunteered for other organizations are excluded.

The benefits of volunteering

One of the benefits of volunteering is the opportunity it provides volunteers to learn new skills. Two thirds (66%) of volunteers reported that their volunteering had provided them with interpersonal skills, such as understanding and motivating people or being better able to handle difficult situations (Chart 2.14). Almost half (45%) indicated that they acquired communication skills, 39% obtained organizational or managerial skills, and 34% reported increased knowledge about specific subjects like health, women's or political issues, criminal justice, or the environment. About a third (32%) acquired fundraising skills and 25% obtained technical or office skills (e.g., first aid, coaching, computer skills, and bookkeeping).

Chart 2.14

Skills acquired through volunteering, percentage of volunteers aged 15 and over, Canada, 2007



Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Barriers

Any effort to develop approaches to encourage volunteering should also examine the extent to which volunteers and non-volunteers face barriers to their participation. Volunteers who contributed less than 1,500 hours in the previous year (and therefore might be expected to be interested in doing more volunteering) were asked whether each of a list of possible barriers kept them from volunteering more of their time. Non-volunteers were asked whether each of the same barriers kept them from volunteering at all.

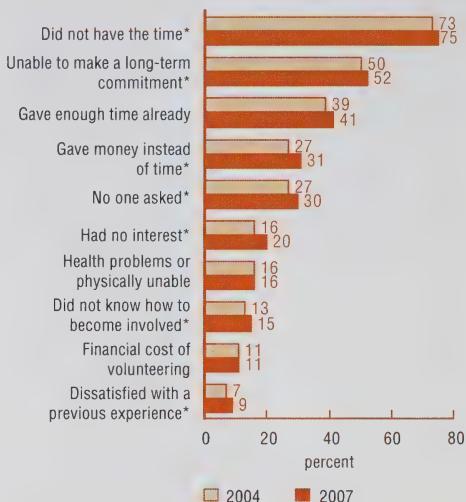
Volunteers were most likely to indicate that they did not contribute more hours because they did not have the time (75%) (Chart 2.15). About half (52%) reported that they were unable to make a long-term commitment to volunteering and 41% reported that they had already contributed enough volunteer time. Just less than a third (31%) indicated that they preferred to give money rather than volunteer time, while 20% reported that they had no interest in volunteering more time. Somewhat fewer (16%) identified health problems or physical disabilities as an obstacle to greater volunteering and 11% pointed to the financial costs associated with volunteering.

Charitable and nonprofit organizations may be able to take action to reduce the impact of some of the barriers to increased participation reported by volunteers. For example, 30% reported that they did not volunteer more because they were not asked, 15% indicated that they did not know how to become involved and 9% identified dissatisfaction with a previous volunteer experience.

Comparing findings to 2004, volunteers were more likely to report almost all barriers to volunteering more. Although most of these increases were modest (less than 4 percentage points change) the uniformity of the increase merits attention.

Chart 2.15

Reasons for not volunteering more, volunteers aged 15 and over contributing fewer than 1,500 hours annually, Canada, 2004 and 2007



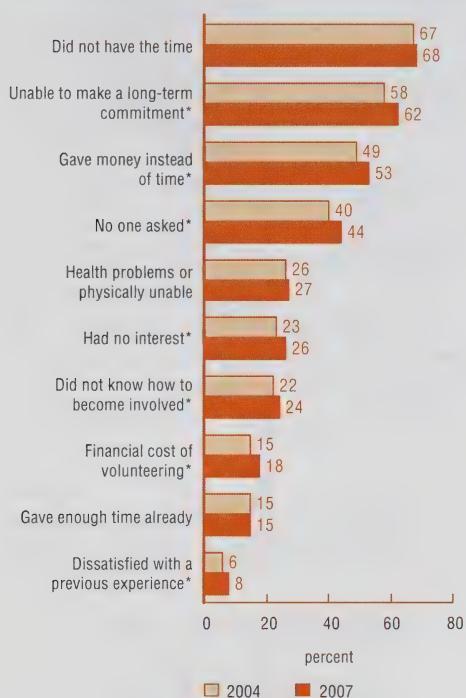
* Represents a statistically significant difference ($\alpha=0.05$) between 2004 and 2007.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004 and 2007*.

Non-volunteers, like volunteers, were most likely to report time factors as barriers to volunteering (see Chart 2.16). Over two-thirds (68%) indicated that they did not volunteer because they did not have the time and 62% indicated that they were unable to make a long-term commitment. About half (53%) reported giving money rather than time and 44% indicated that no one had asked them to volunteer. Around a quarter (27%) had health problems or physical disabilities that kept them from volunteering, 26% had no interest and 24% did not know how to become involved. Relatively few identified financial costs associated with volunteering (18%) or dissatisfaction with previous volunteer experiences (8%) as barriers.

Chart 2.16

Reasons for not volunteering, non-volunteers aged 15 and over, Canada, 2004 and 2007



* Represents a statistically significant difference ($\alpha=0.05$) between 2004 and 2007.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004 and 2007*.

Comparing current findings with those from 2004, non-volunteers were more likely to identify almost all of the barriers we explored as being a reason why they did not volunteer. Although most of the increases were modest (a maximum of four percentage points), the consistent pattern across all potential barriers may be significant.

Volunteering among young Canadians

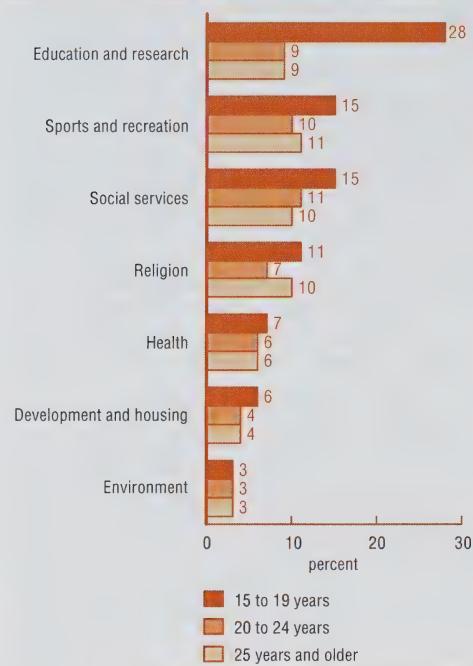
Young Canadians aged 15 to 24 were more likely to volunteer (58% volunteered) than Canadians in any other age group. Those aged 15 to 19 were much more likely to volunteer than were 20 to 24 year olds (65% vs. 47%). However, 20 to 24 year olds volunteered more hours on average (182 vs. 116). Compared to 2004, the volunteer rate for 15 to 19 year olds held steady, but the rate for 20 to 24 year olds declined somewhat to 47%. The average annual hours reported by 15 to 19 year olds declined 9% (from 127 hours in 2004 to 116 hours in 2007) while the average annual hours increased 13% among 20 to 24 year olds (from 161 hours to 182 hours).

Young Canadians are more likely to perform mandatory community service – 16% of those aged 15 to 19 and 7% of those aged 20 to 24 were required to volunteer for the organization to which they contributed the most hours. The 15 to 19 year olds who performed mandatory community service were most likely to be required to volunteer by their school (66%), followed by the organization itself (20%) or some other body (14%). The 20 to 24 year olds were most likely to be required to volunteer by their school (36%), followed by the voluntary organization itself (24%), their employer (17%), or some other body (23%). These figures were virtually unchanged from 2004.

Turning to the types of organizations to which young Canadians contribute their time, 15 to 19 year olds were more likely than either 20 to 24 year olds or those over 25 to volunteer for almost all of types of organizations (Chart 2.17). They were much more likely to volunteer for education and research organizations (28% vs. 9% for 20 to 24 year olds and those 25 and over) and sports and recreation organizations (15% vs. 10% for 20 to 24 year olds and 11% for those 25 and over) and somewhat more likely to volunteer for social services organizations (15% vs. 11% vs. 10%).

Chart 2.17

Volunteer rate, by selected organization type and age group, population aged 15 and over, Canada, 2007



Notes: Some types of organizations are excluded due to the reliability of the estimates.

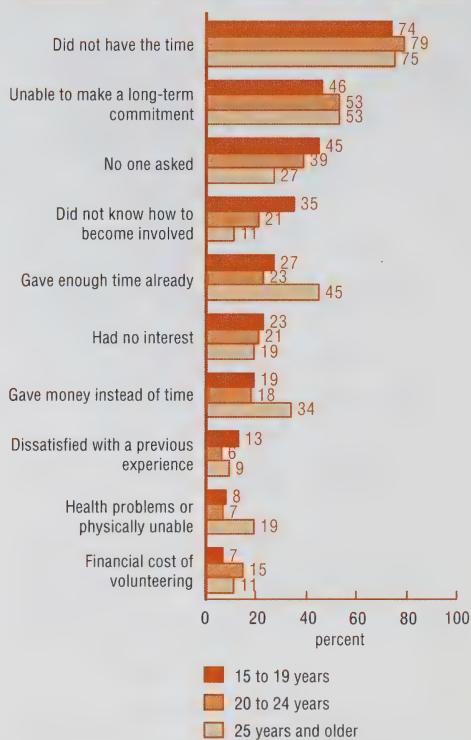
The complete classification system is described in Appendix 1, *Glossary of terms*.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating*, 2007.

Young Canadians generally report the same types of barriers to volunteering as older Canadians (Chart 2.18). However, young volunteers, particularly 15 to 19 year olds, were more likely to report that they did not volunteer more because they were not asked (45% of 15 to 19 year olds vs. 39% of 20 to 24 year olds and 27% of those 25 and over) or because they did not know how to become involved (35% vs. 21% and 11%). The 15 to 19 year old group was also more likely to report being dissatisfied with a previous volunteering experience (13%). On the other hand, 20 to 24 year olds were more likely than others to report that they did not volunteer more because they did not have the time (79%) and because of the financial cost of volunteering (15%).

Chart 2.18

Barriers to volunteering more, volunteers aged 15 and older, Canada, 2007



Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating*, 2007.

Helping people directly: informal volunteering

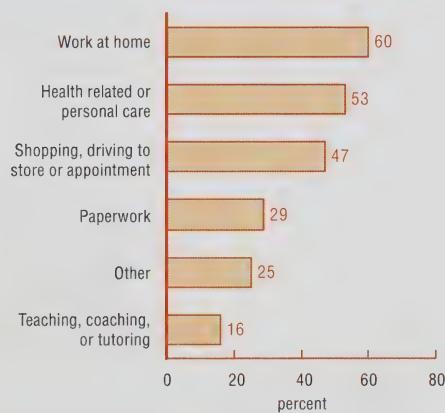
In addition to volunteering for charitable and nonprofit organizations, Canadians also help each other directly on their own. The CSGVP asked Canadians whether they had helped individuals living outside their household, without involving an organization, over the previous year. In 2007, 84% of Canadians aged 15 and over helped each other directly, at least once, during the previous year. The rate of helping is virtually unchanged from 2004 (83%).

During 2007, Canadians helped others directly in a number of ways (Chart 2.19):

- 60% helped with work at someone's home, including cooking, cleaning, gardening, maintenance, painting and shoveling snow;
- 53% provided someone with health-related or personal care, including emotional support, counseling, visiting, providing advice, and unpaid babysitting;
- 47% helped by assisting with shopping or by driving someone to a store or appointment;
- 29% helped with paperwork tasks such as writing letters, doing taxes, filling out forms, banking, paying bills, and searching for information;
- 16% helped someone with unpaid teaching, coaching, tutoring, or assisted with reading; and
- 25% provided help directly to someone in some other way.

Chart 2.19

Percentage of population helping others directly by type of activity, population aged 15 and over, Canada, 2007



Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Compared to 2004, the percentages of Canadians providing these forms of direct help were largely unchanged, with the exception of an increase in the percentage of Canadians providing health-related or personal care (from 50% to 53% in 2007).

Those who provided each form of direct help were asked how frequently they helped others over the course of the previous year (Chart 2.20). The most frequent types of help offered were teaching, coaching or tutoring (provided at least once a week by 42%), providing health-related or personal care (provided at least once a week by 39%), and doing work around the home (33%). These figures are largely unchanged since 2004.

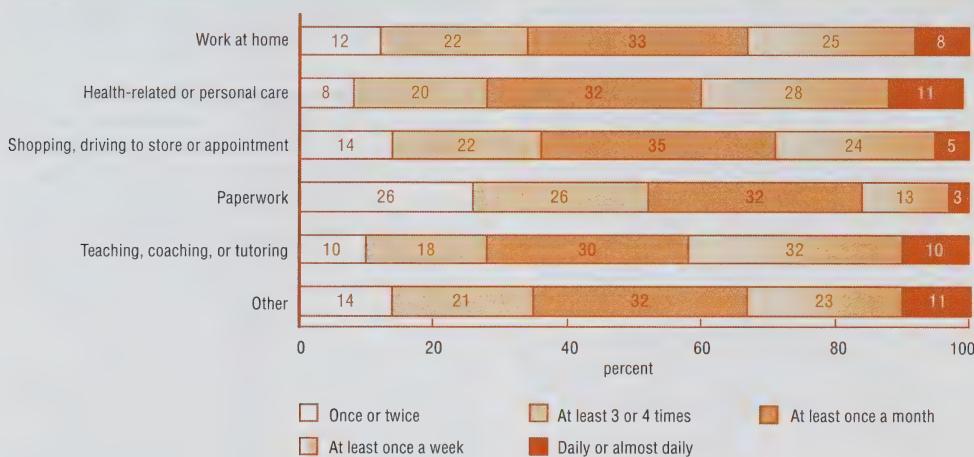
As is the case with volunteering, the likelihood and frequency of providing direct help varies according to the personal and economic characteristics of individuals. For example, those with higher levels of education and income are more likely than others to provide help, but when they do so, they provide it less frequently.

Approximately three quarters (74%) of people with annual incomes less than \$20,000 helped others directly, compared to 89% of those with incomes of \$100,000 or more (Table 2.4). However, 22% of those with household incomes less than \$20,000 helped on a daily or almost daily basis, compared to 15% of those with household incomes of \$100,000 or more.

The same pattern holds for education. Nearly nine tenths of those with a university degree (88%), a postsecondary diploma (87%) or some postsecondary education (87%) provided direct help, compared to 77% of those with less than a high school education. However, those with lower levels of education tended to provide assistance more frequently. One fifth (21%) of those with less than a high school diploma provided assistance daily or nearly daily, compared to 13% of those with a university degree.

Chart 2.20

Frequency of helping others directly during the preceding year, by selected activity, direct helpers aged 15 and over,
Canada, 2007



Note: Percentages may not add to 100 due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Table 2.4 Rate and frequency of helping others directly, by personal and economic characteristics, population aged 15 and over, Canada, 2007

	Rate of helping others directly	Frequency of helping others directly			
		A few times a year	At least once a month	At least once a week	Daily or almost daily
Total	84	22	30	33	16
Age					
15 to 24	90	16	24	36	24
25 to 34	89	22	35	30	13
35 to 44	86	24	32	31	13
45 to 54	85	23	31	32	14
55 to 64	81	22	28	35	15
65 and over	70	24	27	35	14
Sex					
Male	84	25	30	32	14
Female	84	19	30	34	17
Marital status					
Married or common-law	84	24	32	31	13
Single, never married	86	18	26	35	21
Separated or divorced	82	22	28	34	16
Widow or widower	68	21	24	38	17
Education					
Less than high school	77	20	24	34	21
Graduated from high school	82	20	29	34	17
Some postsecondary	87	20	29	34	16
Postsecondary diploma	87	22	31	33	14
University degree	88	24	33	30	13
Labour force status					
Employed	87	22	32	32	14
Unemployed	87	21 ^E	21	43	15 ^E
Not in the labour force	81	20	27	35	18
Household income					
Less than \$20,000	74	20	24	34	22
\$20,000 to \$39,999	78	22	27	34	17
\$40,000 to \$59,999	85	20	30	35	15
\$60,000 to \$79,999	86	23	31	33	14
\$80,000 to \$99,999	86	23	31	32	14
\$100,000 or more	89	23	32	30	15
Presence of children in household¹					
No children in household	82	21	28	34	17
Pre-school aged children only	90	25	36	31	8
Both pre-school and school aged children	85	23	32	30	15
School aged children only	89	22	34	30	14
Religious attendance					
Weekly attendance	86	20	31	33	16
Not weekly attendance	84	22	29	33	16

^E use with caution

1. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Percentages may not add to 100 due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating*, 2007.

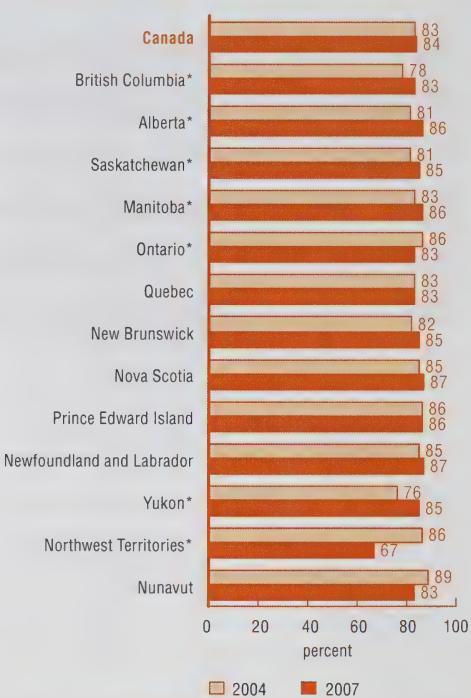
In contrast, the likelihood of helping others directly decreases with age. Those aged 15 to 24 were most likely to help others directly (90%), while seniors were least likely to do so (70%). Those aged 15 to 24 were also the most likely to provide such assistance on a daily or nearly daily basis (24%).

The provinces with the highest rates of helping others directly were Nova Scotia and Newfoundland and Labrador (both 87%), followed by Alberta, Manitoba, and Prince Edward Island (all 86%) (Chart 2.21). The lowest rates of helping others directly were reported in the Northwest Territories (67%), Nunavut, Quebec, Ontario, and British Columbia (all 83%).

Compared to 2004, the rate of helping others directly increased in most provinces. It increased the most in western Canada (3% to 5% increases, depending on the specific province) and the Yukon (from 76% to 85%). The rate decreased in Ontario (from 86% to 83%), and the Northwest Territories (86% to 67%).

Chart 2.21

Rate of helping others directly, by province and territory, population aged 15 and older, Canada, 2004 and 2007



* Represents a statistically significant difference ($\alpha=0.05$) between 2004 and 2007.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2004 and 2007*.

Chapter 3

Links between forms of social support

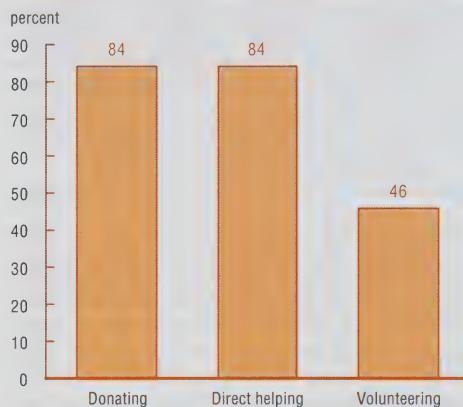
Charitable giving, volunteering, and helping others directly are examples of prosocial behaviours that can reflect a particular orientation that individuals have towards others. Up until now, we have examined these behaviours in isolation from one another. However, there are strong associations between giving, volunteering and helping such that individuals who engage in any one of these activities are also more likely to engage in other activities. For example, volunteers are much more likely to make donations and help others directly than are non-volunteers. In this chapter, we examine the linkages between these three activities.

The prevalence of prosocial behaviour

Of the three prosocial behaviours that are measured by the CSGVP, charitable giving and direct helping are the most prevalent. As noted earlier, 84% of Canadians made a financial donation to a charitable or nonprofit organization in 2007. Similarly, 84% helped someone who lived outside their household directly, without going through an organization. In contrast, 46% contributed volunteer time to a charitable or nonprofit organization. The prevalence of these behaviours in the population is virtually unchanged when compared to the previous CSGVP (Chart 3.1). Brunswick (61%).

Chart 3.1

Prevalence of different forms of prosocial activity, population aged 15 and older, Canada, 2007



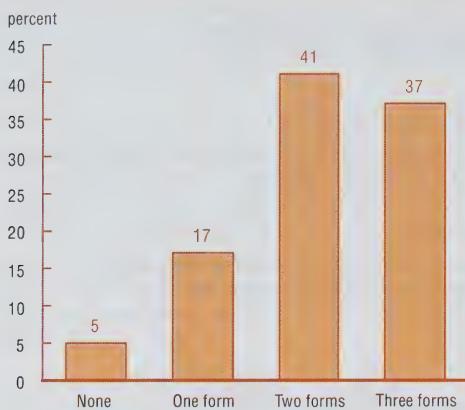
Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating*, 2007.

The spectrum of prosocial activity

What are the linkages between charitable giving, volunteering and helping others directly? As Chart 3.2 shows, 37% of Canadians engaged in all three behaviours and 41% engaged in two behaviours. A small minority (17%) reported just one behaviour, and only 5% reported doing none. The linkages among participation in these behaviours are virtually unchanged from 2004.

Chart 3.2

**Number of forms of prosocial activity undertaken,
population aged 15 and older, Canada, 2007**



Notes: The three forms of prosocial activity are donating, volunteering and helping others directly.

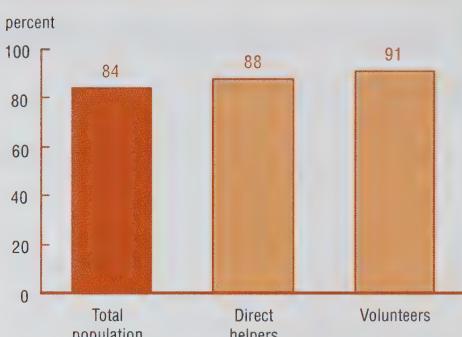
Percentages may not add to 100 due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Another way to illustrate the linkages in behaviours is to compare participation rates for the various prosocial behaviours among those who are donors, volunteers, or direct helpers. As Chart 3.3 shows, 84% of all Canadians made financial donations in 2007. However, those who provided direct help have a higher rate of donating (88%) and those who volunteer are even more likely to have made a donation (91%). Chart 3.4 shows that while 84% of all Canadians helped others directly, the rate of help increases to 87% among those who are donors and to 91% among volunteers. A similar pattern is evident for volunteering where the volunteering rate is 46% for the general population, but rises to 50% among donors and 51% among direct helpers (Chart 3.5). These patterns are very similar to those observed in 2004.

Chart 3.3

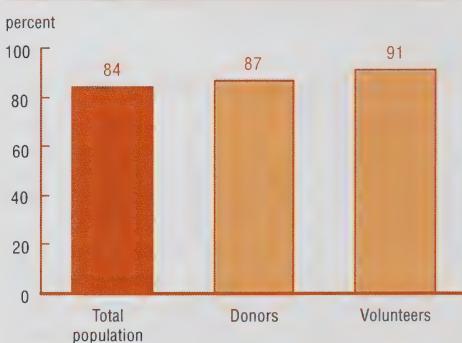
Donor rate, for direct helpers and volunteers, population aged 15 and older, Canada, 2007



Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Chart 3.4

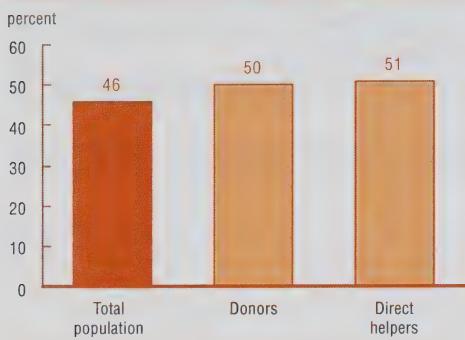
Rate of helping others directly, for donors and volunteers, population aged 15 and over, Canada, 2007



Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Chart 3.5

Rate of volunteering for donors and direct helpers, population aged 15 and over, Canada, 2007

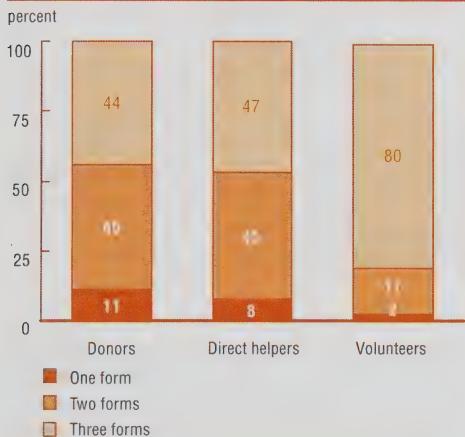


Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Volunteers are more likely than others to engage in other prosocial behaviours. As Chart 3.6 shows, 80% of those who volunteer also make financial donations and provide direct help. In comparison, just under half of direct helpers (47%) and 44% of donors engaged in all three forms of support.

Chart 3.6

Number of forms of prosocial activity in which donors, direct helpers, and volunteers engage, population aged 15 and older, Canada, 2007



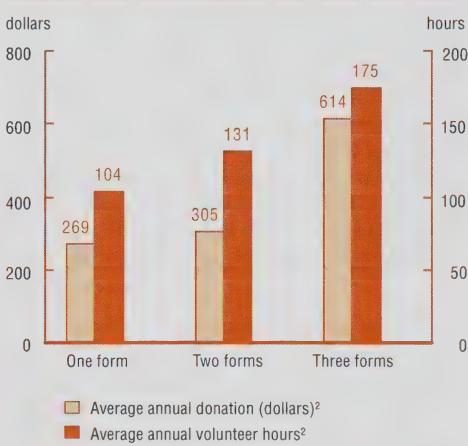
Note: Percentages may not add to 100 due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Not only is the likelihood of making financial donations, volunteering and helping linked, but the intensity of involvement also increases along with the number of these activities that are undertaken. As Chart 3.7 illustrates, the average amount donated increases with the number of prosocial activities that are undertaken. Donors who engaged in one type of activity (i.e., who only donated) contributed an average of \$269, while donors who engaged in all three types contributed \$614. Similarly, volunteers who performed one type of prosocial activity (i.e., who only volunteered) contributed an average of 104 hours compared to 175 hours for those who performed all three activities. Looking only at giving and volunteering, among volunteers those who also donate contribute more hours, on average, than non-donors (171 hours vs. 111 hours). Similarly, among donors, volunteers donate larger amounts, on average, than non-volunteers (\$599 vs. \$277).

Chart 3.7

Average annual donations and average annual volunteer hours, by number of forms of prosocial activity,¹ donors and volunteers aged 15 and older, Canada, 2007



1. The three forms of prosocial activity are donating, volunteering and helping others directly.

2. Estimates of average donations and average hours are calculated for donors only and for volunteers only, respectively.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

The broad thin base of support for charitable and nonprofit organizations

While most Canadians support charitable and nonprofit organizations through contributions of time and money, many contribute relatively modest amounts. Most of the money donated and much of the time volunteered comes from a small group in the population – the top 25% of

donors who also volunteer (i.e., those who donated \$364 or more and volunteered at least one hour).²⁴ These individuals account for only 14% of the Canadian population, but they contribute 59% of total donations and 40% of total volunteer hours.

24. The top 25% of donors who volunteered are sometimes referred to as *core supporters*.

Conclusion

The 2007 CSGVP shines a light on a set of activities that are important to many Canadians – charitable giving, volunteering and helping others. Most Canadians engage in at least one of these activities over the course of year. They do so out of compassion, to support the causes they believe in, and to improve their communities.

While there has been little change in the percentage of Canadians who give, volunteer or help since 2004, there has been an increase in the total dollars and volunteer hours contributed. While some of this can be attributed to simple population growth, there is evidence that donors have, on average, increased the amounts they are giving.

This report provides a descriptive overview of key findings from the 2007 CSGVP. Giving, volunteering and helping are all subject to influence by a complex set of factors that include economic conditions, demographics, social values and public policies. In addition, each of these behaviours is related to one another, and may ultimately stem from the same underlying values or orientation to the world. The exploration of all of these relationships is beyond the scope of the present report, however, the findings presented here do provide a starting point for better understanding giving, volunteering and helping in Canada.

The CSGVP 2007 demonstrates that Canadians use a variety of avenues to express their social values and pursue their interests. Almost everyone gives either money or goods to charities and nonprofit organizations. Just under half (46%) volunteered their time to an organization and 84% helped people on their own, not through an organization (for example,

by doing housework for them or by driving them to appointments).

Although the vast majority of Canadians engage in these activities, the level of their involvement varies dramatically. Half of Canadian donors gave \$120 or less per year and half of volunteers contributed 56 hours or less. On the other hand, a small number of people are highly engaged in these activities – 10% of donors provided 62% of the total value of donations and 10% of volunteers contributed 54% of all volunteer hours.

As we have noted, giving, volunteering and helping are linked such that people who engage in one activity are likely to engage in the others. For example, volunteers are more likely to make charitable donations than are those who do not volunteer and they are also more likely to give help directly to others. As a result, those who are highly active in one area are also likely to be highly active in other areas. Indeed, the CSGVP shows that a small group of 14% of Canadians provided 59% of all donated dollars and 40% of all volunteer hours to charitable and nonprofit organizations.

The title of this report—*Caring Canadians, Involved Canadians*—summarizes its central theme. Canadians, as a people, give, volunteer, and help one another directly. While some do more than others, these behaviours are nevertheless broad and pervasive. Many channel their compassion and contributions through charitable and nonprofit organizations and many also engage directly, providing help and assistance on their own. Through their involvement they have helped to make their communities and their country better places in which to live.

Appendix 1

Glossary of terms

Certain key variables or concepts are used frequently in the data analyses and interpretations contained in this report. Rather than defining these concepts in each section, we have provided an alphabetical summary below.

Average annual donations

This is the average amount donated by *donors* to charitable and other nonprofit organizations during the 12-month reference period preceding the survey. It is not the average over the entire population.

Average annual volunteer hours

This is the average number of hours *volunteers* gave of their time on behalf of charitable and other nonprofit organizations over the 12-month reference period preceding the survey. It is not the average over the entire population.

Donors

These are people who made at least one donation of money to a charitable or other nonprofit organization in the 12-month reference period preceding the survey. This definition excludes those who made donations of loose change to coin collection boxes located beside cash registers at store check-outs.

Donor rate

This is the percentage of a given population that made at least one donation of money to a charitable or other nonprofit organization in the 12-month reference period preceding the survey.

Core supporters

These are people who are *Top Donors* (see definition below), and who volunteered at least once in the 12-month reference period preceding the survey.

Direct helpers

These are people who reported having helped people on their own, that is, not through a group or organization, in the 12-month reference period preceding the survey. This includes help given directly to friends, neighbours and relatives, but excludes help given to anyone living in their household. These people are sometimes referred to as *Informal volunteers*. Direct helping is not included in estimates of volunteer rates.

Employed

People who worked for pay or profit during the week preceding the survey are considered to be employed, as are those who had a job but were not at work for reasons such as illness, family responsibilities or vacation. Persons on layoff are not considered to be employed.

Financial donation

A financial donation is money given to a charitable or other nonprofit organization during the 12-month reference period preceding the survey. Money given to the same organization, on multiple occasions, through the same solicitation method, constitutes only one donation. For example, all money donated to a particular religious institution over the 12 months preceding the survey, through a collection at the place of worship, would be considered to be a single donation.

Household income

Data on household income are based on total household income from all sources before taxes during the 12-month reference period. Items such as tips, commissions, alimony and child support are included.

Immigrants

These are people who were not born in Canada, but have obtained landed immigrant status (have been granted the right to live in Canada by immigration authorities). They may or may not have been Canadian citizens at the time of the interview.

Informal volunteers

See *Direct helpers*.

In-kind donations

These are gifts of food, clothing, toys or household goods made to charitable or other nonprofit organizations.

Mandatory community service

This is unpaid help provided to a group or organization that was mandated, or required, by a school, an employer, a charitable or nonprofit organization, or some other authority. The 2007 CSGVP includes mandatory community service in its estimates of volunteering.

Median

The median value is the statistical ‘halfway point’ of a distribution of values. The median donation, for example, is the value for which half of donors report higher donations and half report lower donations.

Not in the labour force

These are people who were neither employed nor unemployed during the week preceding the survey.

Organization classification

Respondents were asked to provide information on the organizations for which they volunteered and to which they made donations. Respondents were first asked to provide the name of the organization. A look-up table including the most common organizations reported in the 2000 and 2004 surveys was used. If the organization cited by the respondent was not on this pick-list, the respondent was then asked to provide information about the purpose of the organization in order to place it in a broad category.

To classify these organizations, the International Classification of Nonprofit Organizations (ICNPO)²⁵ was used. Although they are classified according to their primary area of activity, some organizations operate in multiple areas. An advantage of the ICNPO system is that it is widely used by other countries, allowing for international comparisons. It has also been devised specifically to reflect the range and nature of activities typically undertaken in the nonprofit and voluntary sector. The ICNPO system developed by the Johns Hopkins Comparative Nonprofit Sector Project, and modified for use in Canada, groups organizations into 15 major activity categories:

1. **Arts and Culture:** This category includes organizations and activities in general and specialized fields of arts and culture, including media and communications; visual arts, architecture, ceramic art; performing arts; historical, literary and humanistic societies; museums; and zoos and aquariums.
2. **Sports and Recreation:** This category includes organizations and activities related to amateur sports (including fitness and wellness centers) and recreation and social clubs (including service clubs).

²⁵. The classification is based on L.M. Salamon and H.K. Anheier, 1997. *Defining the Nonprofit Sector: A Cross-national Analysis*. Manchester, N.Y.: Manchester University Press.

3. **Education and research:** This category includes organizations and activities administering, providing, promoting, conducting, supporting and servicing education and research. This includes: (1) primary and secondary education organizations; (2) organizations involved in other education (that is, adult/continuing education and vocational/technical schools); and (3) organizations involved in research (that is, medical research, science and technology, and social sciences).
4. **Universities and Colleges:** This category includes organizations and activities related to higher learning. This includes universities, business management schools, law schools and medical schools.
5. **Health:** This category includes organizations that engage primarily in out-patient health-related activities and health support services. This includes: mental health treatment and crisis intervention and other health services (that is, public health and wellness education, out-patient health treatment, rehabilitative medical services, and emergency medical services).
6. **Hospitals:** This category includes hospitals, nursing homes, psychiatric hospitals and activities related to rehabilitation such as inpatient health care and rehabilitative therapy.
7. **Social services:** This category includes organizations and institutions providing human and social services to a community or target population. Three subgroups are included: (1) social services (including organizations providing services for children, youth, families, the handicapped and the elderly, and self-help and other personal social services); (2) emergency and relief; and (3) income support and maintenance.
8. **Environment:** This category includes organizations promoting and providing services in environmental conservation, pollution control and prevention, environmental education and health, and animal protection. Two subgroups are included: environment and animal protection.
9. **Development and housing:** This category includes organizations promoting programs and providing services to help improve communities and promote the economic and social well-being of society. Three subgroups are included: (1) economic, social and community development (including com-
- munity and neighbourhood organizations); (2) housing; and (3) employment and training.
10. **Law, advocacy and politics:** This category includes organizations and groups that work to protect and promote civil and other rights, advocate the social and political interests of general or special constituencies, offer legal services, and promote public safety. Three subgroups are included: (1) civic and advocacy organizations; (2) law and legal services; and (3) political organizations.
11. **Grant-making, fundraising and voluntarism promotion:** This category includes philanthropic organizations and organizations promoting charity and charitable activities including grant-making foundations, organizations promoting and supporting voluntarism, and fundraising organizations.
12. **International:** This category includes organizations promoting cultural understanding between peoples of various countries and historical backgrounds, as well as those providing emergency relief and promoting development and welfare abroad.
13. **Religion:** This category includes organizations promoting religious beliefs and administering religious services and rituals (for example, churches, mosques, synagogues, temples, shrines, seminaries, monasteries and similar religious institutions), in addition to related organizations and auxiliaries of such organizations.
14. **Business and professional associations, unions:** This category includes organizations promoting, regulating and safeguarding business, professional and labour interests.
15. **Groups not elsewhere classified.**

Participants

These are people who reported membership or participation in at least one group, organization or association in the 12-month reference period preceding the survey.

Participation rate

This is the percentage of a given population that belonged to at least one group, organization or association at some time during the 12-month reference period preceding the survey.

Population

CSGVP (Canada Survey of Giving, Volunteering and Participating): Individuals aged 15 and older, living in one of the ten Canadian provinces. Excluded are those who were institutionalized.

CSGVP–North: Individuals aged 15 and older, living in one of the three Canadian territories. Excluded are those who were institutionalized as well as full time members of the Canadian Armed Forces.

Note: throughout this publication, the term *Canadians* is often used to refer to the survey population, even though some respondents may not have been Canadian citizens at the time of the interview.

Rate of direct helping

This is the percentage of a given population that helped other people directly, that is, not through a group or organization, at some time during the 12-month reference period preceding the survey.

Reference period

CSGVP: The 12-month period preceding the interview. Interviews were conducted from September 10 to December 08, 2007.

CSGVP–North: The 12-month period preceding the interview. Interviews were conducted from September 10 to December 08, 2007.

Top donors

Top donors are defined as the 25% of donors who contributed the most money. These people gave \$364 or more during the twelve month period preceding the survey.

Top volunteers

Top volunteers are defined as the 25% of volunteers who contributed the most hours. These people volunteered 171 hours or more during the twelve month period preceding the survey.

Unemployed

Unemployed people are those who, during the week preceding the survey, were without work but were not permanently unable to work, and had actively looked for work in the four weeks preceding the survey.

Volunteers

These are people who volunteered, that is, who performed a service without pay, on behalf of a charitable or other nonprofit organization, at least once in the 12-month reference period preceding the survey. This includes any unpaid help provided to schools, religious organizations, sports or community associations.

Volunteer rate

This is the percentage of a given population that performed a service without pay, on behalf of a charity or other nonprofit organization, at least once in the 12-month reference period preceding the survey.

Appendix 2

Data quality overview

The 2007 Canada Survey of Giving, Volunteering and Participating (CSGVP) is a sample survey with a cross-sectional design. It was conducted as a Random Digit Dialling (RDD) telephone survey using computer-assisted interviewing for individuals living in the Provinces. For the Territories, the CSGVP was administered to a sub-sample of dwellings in the Labour Force Survey (LFS). The RDD sample was composed of a list of telephone numbers sampled randomly. For both samples, one person aged 15 or older was randomly selected from each household to participate in the survey.

The first module of the CSGVP included questions relating to volunteer activities. A pre-programmed random selection process gave respondents who did not volunteer a 50% chance of being screened out of the survey at this point.

Survey errors

Sample surveys produce estimates based on information collected from, and about, a sample of individuals. Somewhat different findings would be obtained if a census—a complete count of all individuals in a population—were taken using the same method (that is, using the same questionnaire, interviewers, supervisors, and processing). The difference between the estimates obtained from the sample survey and the values that would be obtained from a complete count is called *sampling error*.

Errors that are not related to sampling may occur at almost every phase of a survey operation. Interviewers may misunderstand instructions, respondents may make errors in answering

questions, answers may be entered incorrectly on the questionnaire, and errors may be introduced in the processing and tabulation of the data. These are examples of **nonsampling errors**.

Non-sampling errors

Over a large number of observations, errors occurring randomly will have little effect on survey estimates. Errors occurring systematically, however, will contribute to biased estimates. Considerable effort is made to reduce nonsampling errors in a survey by implementing quality assurance measures at each step of data collection and processing. These measures include using skilled interviewers; providing extensive training on survey procedures and the questionnaire; conducting observation to detect problems in the survey design or instructions; implementing procedures to minimize data capture errors; and doing quality checks to verify data editing and coding.

A major source of non-sampling error is the effect of *non-response* on the survey results. The extent of non-response varies from partial non-response (failure to answer just one or some questions) to total non-response. *Total non-response* occurs when the interviewer is unable to contact the respondent, or the respondent refuses to participate in the survey. For the 2007 CSGVP, a non-response adjustment was made to the weight²⁶ of respondents who completed the survey to compensate for those who did not respond.

26. In a sample survey, weights are applied to individuals in the sample to produce estimates representative of the entire population.

Partial non-response to a survey occurs when the respondent misunderstands or misinterprets a question, refuses to answer a question, or cannot recall the requested information. Commonly, these answers are coded as *not stated*.

For certain key variables in the CSGVP, however, an imputation process was used to replace missing or inconsistent answers with a reasonable value. The imputed value was based on the experience of another respondent with similar or identical characteristics.

For other variables, imputation was not performed and the variable remains *not stated* on the data file. In this report, when rates and percentages are presented for variables that have missing values for some records, the rate or percentage was calculated including only those records with a value. In other words, the records with missing values are not only excluded from the numerator, they are also excluded from the denominator.

Sampling errors

It is standard practice to indicate the magnitude of the sampling error for estimates from a sample survey. The *standard error of the estimate*, derived from the survey results, is the basis for measuring the size of sampling errors. However, because of the large variety of estimates from a survey, the standard error is usually expressed relative to the estimate to which it pertains. This measure, expressed as a percentage, is known as the *coefficient of variation* (C.V.). It is obtained by dividing the standard error of the estimate by the estimate itself.

For example, suppose the survey estimates that 78% of Canadian volunteers reported a certain behaviour or characteristic. If this estimate has a standard error of 0.03, then the coefficient of variation of the estimate is calculated as:

$$\left(\frac{.03}{.78}\right) \times 100\% = 3.8\%$$

A range with a known probability of containing the true value can be defined using the C.V. and the estimate. For example, with a 95% probability, the range around the sample estimate is found by adding and subtracting 1.96

multipled by the sample estimate and by its C.V.²⁷ In this case, the true value is in the range between 72.2% (78% – 5.8%) and 83.8% (78% + 5.8%), 19 times out of 20. Note that a lower C.V. is better since it indicates a statistically more precise estimate.

For this report, survey estimates are put into one of three categories:

- sample estimates with a C.V. less than 16.5%—unqualified;
- sample estimates with a C.V. between 16.5% and 33.3%—noted with an E; and
- sample estimates with a C.V. greater than 33.3%, or based on fewer than 30 respondents—noted with an F.

Rounding

In this report, counts have been rounded, but because the totals are based on unrounded data, they will not always equal the sum of individually rounded items. Percentages were usually rounded to units (occasionally to one decimal place) after they were calculated using unrounded data.

For further information on data quality in general, see Statistics Canada's website at www.statcan.gc.ca. For further information on the data quality of the CSGVP, please contact

Client Services
Special Surveys Division
Room 2300
Main Building
Tunney's Pasture
Ottawa, Ontario
K1A 0T6
Telephone: (613)-951-3321
or call toll-free 1 800-461-9050
Fax: (613)-951-4527
E-mail: ssd@statcan.gc.ca

27. The calculation is $1.96 \times 78\% \times 3.8\% = 5.8\%$.

Appendix 3

Provincial and territorial tables

Table A.3.1 Distribution of volunteers and donors, volunteer and donor rates, by province and territory, population aged 15 and older, Canada, 2007

	Number of volunteers thousands	Volunteer rate percent	Number of donors thousands	Donor rate percent
Canada	12,478	46.1	22,841	84.4
Newfoundland and Labrador	197	46.5	386	91.0
Prince Edward Island	64	55.8	102	89.4
Nova Scotia	431	55.3	675	86.6
New Brunswick	297	47.5	551	88.2
Quebec	2,372	37.2	5,344	83.8
Ontario	4,959	47.3	8,967	85.6
Manitoba	511	54.0	819	86.5
Saskatchewan	465	58.6	670	84.4
Alberta	1,445	51.5	2,386	85.0
British Columbia	1,704	46.6	2,893	79.0
Yukon	14	58.2	18	77.7
Northwest Territories	14	46.4	21	68.4
Nunavut	6	42.7	9	66.1

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Table A.3.2 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, Newfoundland and Labrador, 2007

	Donor rate percent	Average annual donations ¹ dollars	Median annual donations ¹ dollars	Total annual donations millions of dollars	Population distribution percent	Percentage of total donation value percent
Total	91.0	300	100	115.8	100.0	100.0
Age						
15 to 24	83.7	107 E	F	5.6 E	14.9	4.9 E
25 to 34	90.7	205 E	75	11.3 E	14.3	9.8 E
35 to 44	92.0	259	100 E	18.2	18.0	15.7
45 to 54	92.8	312 E	110 E	24.8 E	20.1	21.4
55 to 64	96.1	480 E	159	33.1 E	16.9	28.6
65 and older	89.1	381	F	22.8	15.8	19.6
Sex						
Male	87.5	278	85	50.2	48.7	43.4
Female	94.3	319	110	65.6	51.3	56.6
Marital status²						
Married or common-law	92.4	337	120	85.5	64.6	73.9
Single, never married	86.3	154 E	53	13.5 E	23.9	11.7 E
Separated or divorced	87.2	193 E	114	4.0 E	5.6	3.5 E
Widow or widower	97.5	527 E	305 E	12.7 E	5.8	11.0 E
Education²						
Less than high school	88.7	171 E	45 E	12.1 E	20.9	11.4 E
Graduated from high school	84.4	313 E	115	19.0 E	18.8	17.9 E
Some postsecondary	88.1	129	F	3.2 E	7.3	3.0 E
Postsecondary diploma	94.0	285	92	39.7	38.9	37.6
University degree	99.4	594 E	F	31.8 E	14.1	30.1 E
Labour force status²						
Employed	93.9	278	100	51.8	53.6	51.9
Unemployed	82.2	F	F	F	4.1 E	F
Not in the labour force	88.3	321 E	80	44.4 E	42.3	44.5
Household income						
Less than \$20,000	85.4	301 E	F	17.0 E	15.6	14.7 E
\$20,000 to \$39,999	89.3	266	109 E	27.4	27.2	23.7
\$40,000 to \$59,999	89.9	157	80 E	11.8	19.7	10.2
\$60,000 to \$79,999	96.9	302 E	80 E	16.9 E	13.6	14.6 E
\$80,000 to \$99,999	98.8	261 E	F	7.8 E	7.1	6.7 E
\$100,000 or more	92.0	532 E	180 E	34.8 E	16.7	30.1
Presence of children in household³						
No children	92.0	293	120	72.8	63.6	62.8
Pre-school aged children only	95.2	399 E	F	9.4 E	5.8	8.1 E
Both pre-school and school aged children	93.4	F	F	F	3.8	F
School aged children only	87.4	254 E	70	25.3 E	26.8	21.8 E
Religious attendance²						
Weekly attendance	97.1	656	280	56.1	23.1	53.0
Not weekly attendance	89.3	189	74	49.8	76.9	47.0

E use with caution

F too unreliable to be published

1. Estimates of average and median annual donations are calculated for donors only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the provincial total.

3. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Table A.3.3 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, Newfoundland and Labrador, 2007

	Volunteer rate	Average annual volunteer hours ¹	Median annual volunteer hours ¹	Total annual volunteer hours	Population distribution	Percentage of total volunteer hours
	percent	hours	hours	millions	percent	percent
Total	46.5	176	70	34.8	100.0	100.0
Age						
15 to 24	66.3	148 ^E	52	6.2 ^E	14.9	17.8 ^E
25 to 34	40.6	88 ^E	30	2.2 ^E	14.3	6.2 ^E
35 to 44	52.0	151	67 ^E	6.0	18.0	17.3
45 to 54	45.1	184	104	7.1	20.1	20.5
55 to 64	43.0	285	120 ^E	8.8 ^E	16.9	25.3
65 and older	32.2	209 ^E	F	4.5 ^E	15.8	13.0 ^E
Sex						
Male	43.0	203	75 ^E	18.0	48.7	51.8
Female	49.7	155	60	16.8	51.3	48.2
Marital status²						
Married or common-law	47.1	185	80	23.9	64.6	68.6
Single, never married	52.5	142 ^E	48	7.6 ^E	23.9	21.7
Separated or divorced	31.5 ^E	212 ^E	F	1.6 ^E	5.6	4.6 ^E
Widow or widower	29.0	248 ^E	F	F	5.8	F
Education²						
Less than high school	40.4	115 ^E	39 ^E	3.7 ^E	20.9	11.4 ^E
Graduated from high school	39.4	189 ^E	72 ^E	5.4 ^E	18.8	16.5 ^E
Some postsecondary	38.5 ^E	192 ^E	81 ^E	F	7.3	F
Postsecondary diploma	49.5	193	80	14.2	38.9	43.8
University degree	63.6	207	112	7.1	14.1	21.9
Labour force status²						
Employed	50.1	153	70	15.2	53.6	47.5
Unemployed	F	F	F	F	F	F
Not in the labour force	47.9	213	70 ^E	16.0	42.3	49.9
Household income						
Less than \$20,000	30.6	159	F	3.2 ^E	15.6	9.3 ^E
\$20,000 to \$39,999	39.9	204	F	9.4	27.2	27.0
\$40,000 to \$59,999	47.1	157	61 ^E	6.2	19.7	17.8
\$60,000 to \$79,999	53.7	185 ^E	60 ^E	5.7 ^E	13.6	16.5 ^E
\$80,000 to \$99,999	59.9	140 ^E	66	2.5 ^E	7.1	7.3 ^E
\$100,000 or more	59.7	182	68 ^E	7.7 ^E	16.7	22.2
Presence of children in household³						
No children	40.2	218	80	23.7	63.6	68.0
Pre-school aged children only	34.8 ^E	65 ^E	F	0.6 ^E	5.8	1.6 ^E
Both pre-school and school aged children	73.0	98 ^E	F	1.1 ^E	3.8	3.3 ^E
School aged children only	60.0	138	55 ^E	9.4	26.8	27.1
Religious attendance²						
Weekly attendance	63.3	239	116	13.3	23.1	41.1
Not weekly attendance	42.2	154	52 ^E	19.1	76.9	58.9

^E use with caution^F too unreliable to be published

1. Estimates of average and median annual volunteer hours are calculated for volunteers only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the provincial total.

3. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Table A.3.4 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, Prince Edward Island, 2007

	Donor rate	Average annual donations ¹	Median annual donations ¹	Total annual donations	Population distribution	Percentage of total donation value
		percent	dollars	millions of dollars		percent
Total	89.4	449	155	45.8	100.0	100.0
Age						
15 to 24	78.0	F	55 E	F	17.3	F
25 to 34	84.9	322 E	125	4.7 E	15.2	10.3 E
35 to 44	97.1	318	130 E	5.7	16.2	12.5
45 to 54	89.9	513	140	9.9	18.8	21.6
55 to 64	94.9	594	227 E	10.3 E	16.0	22.4
65 and older	92.3	734	445 E	12.8	16.5	27.9
Sex						
Male	88.7	499	161 E	24.3	48.2	53.2
Female	90.1	403	144	21.4	51.8	46.8
Marital status²						
Married or common-law	92.6	493	195	32.5	62.5	71.0
Single, never married	81.5	247 E	58	6.0 E	26.1	13.1 E
Separated or divorced	89.0	446 E	143 E	2.6 E	5.7	5.6 E
Widow or widower	91.5	790	F	4.7	5.7	10.3
Education²						
Less than high school	87.5	354	F	7.1 E	21.6	16.9 E
Graduated from high school	81.4	300 E	80 E	5.9 E	22.8	14.0 E
Some postsecondary	84.6	217 E	F	1.4 E	7.1	3.3 E
Postsecondary diploma	94.8	421	174 E	14.4	34.1	34.3
University degree	97.8	891	F	13.3	14.4	31.6
Labour force status²						
Employed	95.1	434	120	24.7	59.8	66.7
Unemployed	F	F	F	F	F	F
Not in the labour force	81.2	391	173 E	12.0	37.8	32.4
Household income						
Less than \$20,000	75.0	490	273	5.1 E	12.3	11.2 E
\$20,000 to \$39,999	84.8	265	100 E	6.7	26.3	14.7
\$40,000 to \$59,999	91.4	478	195 E	11.3 E	22.8	24.8
\$60,000 to \$79,999	99.8	363	173	6.1	14.8	13.3
\$80,000 to \$99,999	98.4	371 E	110 E	4.0 E	9.7	8.8 E
\$100,000 or more	90.6	845 E	333	12.5 E	14.3	27.2
Presence of children in household³						
No children	88.3	512	220	31.3	60.8	68.3
Pre-school aged children only	89.8	336 E	173	2.9 E	8.4	6.3 E
Both pre-school and school aged children	F	F	F	F	4.8 E	F
School aged children only	95.1	338 E	99 E	9.5 E	26.0	20.8 E
Religious attendance²						
Weekly attendance	95.5	762	438 E	25.3	32.8	60.6
Not weekly attendance	86.8	266	85	16.4	67.2	39.4

E use with caution

F too unreliable to be published

1. Estimates of average and median annual donations are calculated for donors only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the provincial total.

3. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

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Table A.3.5 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, Prince Edward Island, 2007

	Volunteer rate percent	Average annual volunteer hours ¹ hours	Median annual volunteer hours ¹ hours	Total annual volunteer hours millions	Population distribution percent	Percentage of total . volunteer hours percent
Total	55.8	147	55	9.4	100.0	100.0
Age						
15 to 24	63.7	86 E	F	1.1 E	17.3	11.5 E
25 to 34	52.3	155 E	36	1.4 E	15.2	14.9 E
35 to 44	60.8	137	70 E	1.5	16.2	16.4
45 to 54	50.5	193 E	60	F	18.8	22.3 E
55 to 64	59.2	148	F	1.6	16.0	17.1
65 and older	48.8	181 E	65	1.7 E	16.5	17.7 E
Sex						
Male	53.5	174 E	65 E	5.1 E	48.2	54.4
Female	58.0	125	47 E	4.3	51.8	45.6
Marital status²						
Married or common-law	57.7	159	62	6.5	62.5	69.5
Single, never married	56.8	107 E	36 E	1.8 E	26.1	19.4 E
Separated or divorced	43.8	169 E	F	0.5 E	5.7	5.1 E
Widow or widower	43.2	F	48 E	F	5.7	F
Education²						
Less than high school	36.4	83 E	F	0.7 E	21.6	7.9 E
Graduated from high school	47.4	81 E	29	0.9 E	22.8	10.6 E
Some postsecondary	69.3	156 E	F	F	7.1	9.2 E
Postsecondary diploma	61.5	175 E	60 E	3.9 E	34.1	44.4
University degree	79.5	201 E	72 E	2.4 E	14.4	27.9 E
Labour force status²						
Employed	62.6	131	50	4.9	59.8	58.2
Unemployed	F	F	F	F	F	F
Not in the labour force	48.7	152	60 E	2.8	37.8	33.4
Household income						
Less than \$20,000	32.3	180 E	32 E	0.8 E	12.3	8.7 E
\$20,000 to \$39,999	42.5	119	61	1.5	26.3	16.2
\$40,000 to \$59,999	63.3	173 E	60 E	2.8 E	22.8	30.3 E
\$60,000 to \$79,999	66.0	175 E	70 E	1.9 E	14.8	20.7 E
\$80,000 to \$99,999	62.1	99 E	F	0.7 E	9.7	7.2 E
\$100,000 or more	73.9	132	50 E	1.6	14.3	16.9 E
Presence of children in household³						
No children	52.1	132	50	4.8	60.8	50.7
Pre-school aged children only	54.6	F	F	F	8.4	F
Both pre-school and school aged children	F	F	F	F	F	F
School aged children only	66.9	167 E	72 E	3.3 E	26.0	35.2
Religious attendance²						
Weekly attendance	63.8	161	70 E	3.6	32.8	40.6
Not weekly attendance	52.4	140	48	5.2	67.2	59.4

E use with caution

F too unreliable to be published

1. Estimates of average and median annual volunteer hours are calculated for volunteers only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the provincial total.

3. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Table A.3.6 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, Nova Scotia, 2007

	Donor rate	Average annual donations ¹	Median annual donations ¹	Total annual donations	Population distribution	Percentage of total donation value
	percent	dollars	dollars	millions of dollars	percent	percent
Total	86.6	410	125	276.9	100.0	100.0
Age						
15 to 24	67.8	82	35	6.9	16.0	2.5
25 to 34	82.7	161	60	15.1 ^E	14.5	5.4 ^E
35 to 44	92.0	313	110 ^E	39.0	17.4	14.1
45 to 54	92.1	494	150 ^E	69.0	19.5	24.9
55 to 64	90.8	481	210	53.4	15.7	19.3
65 and older	92.2	767	335 ^E	93.6	17.0	33.8
Sex						
Male	82.3	426	135 ^E	132.9	48.6	48.0
Female	90.8	397	115	144.1	51.4	52.0
Marital status²						
Married or common-law	92.1	458	162	200.1	60.8	72.3
Single, never married	73.7	213	55	31.0	25.3	11.2
Separated or divorced	83.6	297 ^E	100 ^E	14.9 ^E	7.7	5.4 ^E
Widow or widower	89.6	724 ^E	272 ^E	30.9 ^E	6.1	11.2 ^E
Education²						
Less than high school	77.8	258 ^E	55 ^E	27.9 ^E	19.2	11.5 ^E
Graduated from high school	83.3	283 ^E	F	26.6 ^E	15.5	10.9 ^E
Some postsecondary	73.2	248 ^E	53	12.3 ^E	9.3	5.0 ^E
Postsecondary diploma	90.1	350	140 ^E	79.4	34.7	32.7
University degree	97.5	647	249	97.0	21.2	39.9
Labour force status²						
Employed	88.2	369	109	142.3	62.7	64.4
Unemployed	F	F	F	F	F	F
Not in the labour force	85.9	368	95	76.8	34.8	34.7
Household income						
Less than \$20,000	73.4	300 ^E	F	26.4 ^E	15.4	9.5 ^E
\$20,000 to \$39,999	85.9	363	F	53.2	21.9	19.2
\$40,000 to \$59,999	88.8	323	105	41.4	18.5	14.9
\$60,000 to \$79,999	90.5	413 ^E	109	47.6 ^E	16.4	17.2 ^E
\$80,000 to \$99,999	85.1	516 ^E	176	35.7 ^E	10.4	12.9 ^E
\$100,000 or more	94.3	568	210	72.7	17.4	26.2
Presence of children in household²						
No children	87.1	450	165 ^E	206.5	67.5	74.5
Pre-school aged children only	83.1	244 ^E	F	8.7 ^E	5.5	3.1 ^E
Both pre-school and school aged children	92.4	224 ^E	51 ^E	5.8 ^E	3.6	2.1 ^E
School aged children only	85.2	361	86 ^E	56.0 ^E	23.4	20.2
Religious attendance²						
Weekly attendance	95.3	850	430 ^E	125.7	21.5	52.6
Not weekly attendance	84.4	237	75	113.4	78.5	47.4

^E use with caution

F too unreliable to be published

1. Estimates of average and median annual donations are calculated for donors only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the provincial total.

3. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.**Source:** Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Table A.3.7 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, Nova Scotia, 2007

	Volunteer rate percent	Average annual volunteer hours ¹ hours	Median annual volunteer hours ¹ hours	Total annual volunteer hours millions	Population distribution percent	Percentage of total volunteer hours percent
Total	55.3	183	65	78.7	100.0	100.0
Age						
15 to 24	64.7	132 ^E	40 ^E	10.6 ^E	16.0	13.5 ^E
25 to 34	53.4	164 ^E	57	9.9 ^E	14.5	12.5 ^E
35 to 44	58.3	189	50 ^E	14.9 ^E	17.4	19.0
45 to 54	58.9	161	80 ^E	14.4	19.5	18.4
55 to 64	52.1	180	60	11.5	15.7	14.6
65 and older	43.9	298	120	17.3	17.0	22.0
Sex						
Male	52.6	182	57	36.4	48.6	46.3
Female	57.8	183	72	42.3	51.4	53.7
Marital status²						
Married or common-law	57.7	176	65	48.3	60.8	61.5
Single, never married	57.1	181	57	20.4	25.3	26.0
Separated or divorced	45.6	192 ^E	84 ^E	5.2 ^E	7.7	6.7 ^E
Widow or widower	35.7	267 ^E	108 ^E	4.6 ^E	6.1	5.8 ^E
Education²						
Less than high school	45.4	129 ^E	F	8.2 ^E	19.2	11.2 ^E
Graduated from high school	44.5	188 ^E	F	9.4 ^E	15.5	13.0 ^E
Some postsecondary	46.8	179 ^E	F	5.7 ^E	9.3	7.8 ^E
Postsecondary diploma	57.8	183	60	26.6	34.7	36.5
University degree	72.7	205	80 ^E	23.0	21.2	31.5
Labour force status²						
Employed	59.8	164	60	42.7	62.7	60.9
Unemployed	F	F	F	F	F	F
Not in the labour force	51.3	211	78 ^E	26.3	34.8	37.5
Household income						
Less than \$20,000	38.6	188 ^E	46 ^E	8.7 ^E	15.4	11.1 ^E
\$20,000 to \$39,999	43.4	168	78	12.4	21.9	15.8
\$40,000 to \$59,999	51.8	208	60	15.6	18.5	19.8
\$60,000 to \$79,999	65.8	206	79	17.3	16.4	22.0
\$80,000 to \$99,999	66.0	182 ^E	48 ^E	9.7 ^E	10.4	12.4 ^E
\$100,000 or more	72.7	151	62 ^E	14.9	17.4	19.0
Presence of children in household³						
No children	49.3	203	72	52.7	67.5	67.0
Pre-school aged children only	47.4	93 ^E	40 ^E	1.9 ^E	5.5	2.4 ^E
Both pre-school and school aged children	63.5	195 ^E	72 ^E	F	3.6	F
School aged children only	73.3	154	60 ^E	20.6	23.4	26.2
Religious attendance²						
Weekly attendance	73.5	268	110 ^E	30.5	21.5	42.0
Not weekly attendance	50.7	147	51	42.2	78.5	58.0

^E use with caution^F too unreliable to be published

- Estimates of average and median annual volunteer hours are calculated for volunteers only.
- Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the provincial total.
- Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.**Source:** Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Table A.3.8 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, New Brunswick, 2007

	Donor rate percent	Average annual donations ¹ dollars	Median annual donations ¹ dollars	Total annual donations millions of dollars	Population distribution percent	Percentage of total donation value percent
Total	88.2	372	102	204.8	100.0	100.0
Age						
15 to 24	78.9	72	27	5.5	15.5	2.7
25 to 34	85.7	253 ^E	80	20.5 ^E	15.1	10.0 ^E
35 to 44	92.9	238	85 ^E	24.2	17.6	11.8
45 to 54	89.4	507 ^E	110	55.4 ^E	19.6	27.0
55 to 64	91.9	394	176 ^E	35.5	15.7	17.4
65 and older	89.7	689	325	63.6	16.5	31.1
Sex						
Male	85.6	369	100	96.8	49.1	47.3
Female	90.8	374	108	108.0	50.9	52.7
Marital status²						
Married or common-law	92.2	430	140	148.4	60.0	72.5
Single, never married	78.7	130	35	17.8	27.8	8.7
Separated or divorced	89.2	391 ^E	100 ^E	16.6 ^E	7.6	8.1 ^E
Widow or widower	92.0	836 ^E	310 ^E	22.0 ^E	4.6	10.8 ^E
Education²						
Less than high school	77.4	192 ^E	48	22.5 ^E	26.6	12.8 ^E
Graduated from high school	87.7	324 ^E	80	27.9 ^E	17.2	15.9 ^E
Some postsecondary	88.0	F	F	F	7.6	F
Postsecondary diploma	93.8	394	110	70.0	33.1	39.8
University degree	97.6	532	250 ^E	46.1	15.6	26.3
Labour force status²						
Employed	93.7	324	82	99.0	60.3	62.4
Unemployed	F	F	F	F	F	F
Not in the labour force	82.9	356	110	59.1	37.0	37.2
Household income						
Less than \$20,000	72.3	237 ^E	56 ^E	19.1 ^E	17.8	9.3 ^E
\$20,000 to \$39,999	94.1	259	75 ^E	33.4	22.0	16.3
\$40,000 to \$59,999	86.0	475	115	57.9	22.7	28.3
\$60,000 to \$79,999	97.5	369	140	35.4	15.7	17.3
\$80,000 to \$99,999	91.3	410	110	22.9 ^E	9.8	11.2
\$100,000 or more	91.0	532	185 ^E	36.1	11.9	17.6
Presence of children in household³						
No children	88.7	423	120	154.3	65.9	75.3
Pre-school aged children only	88.8	243 ^E	80	8.7 ^E	6.5	4.3 ^E
Both pre-school and school aged children	91.5	492 ^E	F	F	4.7	6.5 ^E
School aged children only	86.1	231	60 ^E	28.5 ^E	22.9	13.9
Religious attendance²						
Weekly attendance	98.5	749	368	102.3	24.4	58.6
Not weekly attendance	85.4	197	64	72.3	75.6	41.4

^E use with caution

^F too unreliable to be published

1. Estimates of average and median annual donations are calculated for donors only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the provincial total.

3. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Table A.3.9 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, New Brunswick, 2007

	Volunteer rate percent	Average annual volunteer hours ¹ hours	Median annual volunteer hours ¹ hours	Total annual volunteer hours millions	Population distribution percent	Percentage of total volunteer hours percent
Total	47.5	175	60	52.1	100.0	100.0
Age						
15 to 24	64.3	174 ^E	53	10.9 ^E	15.5	20.9 ^E
25 to 34	41.1	119	F	4.6 ^E	15.1	8.9 ^E
35 to 44	49.2	154 ^E	51 ^E	8.3 ^E	17.6	15.9 ^E
45 to 54	43.8	196	105 ^E	10.5	19.6	20.1
55 to 64	51.6	215	80 ^E	10.9	15.7	20.9
65 and older	36.3	185	84 ^E	6.9 ^E	16.5	13.3 ^E
Sex						
Male	46.2	190	70 ^E	26.8	49.1	51.5
Female	48.8	162	60	25.2	50.9	48.5
Marital status²						
Married or common-law	50.6	177	70	33.6	60.0	64.5
Single, never married	47.8	155 ^E	52	12.9 ^E	27.8	24.7
Separated or divorced	28.9	202 ^E	F	2.8 ^E	7.6	5.3 ^E
Widow or widower	37.4	263 ^E	96 ^E	2.8 ^E	4.6	5.4 ^E
Education²						
Less than high school	38.2	126 ^E	50	7.3 ^E	26.6	15.5 ^E
Graduated from high school	41.5	126	52 ^E	5.1	17.2	10.9
Some postsecondary	51.6	121 ^E	54	2.7 ^E	7.6	5.8 ^E
Postsecondary diploma	49.1	197	75	18.3	33.1	39.1
University degree	66.0	229	101 ^E	13.5	15.6	28.7
Labour force status²						
Employed	52.0	177	60	30.0	60.3	64.0
Unemployed	F	F	F	F	F	F
Not in the labour force	46.9	174	60	16.3	37.0	34.9
Household income						
Less than \$20,000	22.2	176 ^E	50	4.3 ^E	17.8	8.3 ^E
\$20,000 to \$39,999	41.6	169	48 ^E	9.6	22.0	18.5
\$40,000 to \$59,999	49.9	173	70 ^E	12.3	22.7	23.5
\$60,000 to \$79,999	50.5	176	53	8.7 ^E	15.7	16.8 ^E
\$80,000 to \$99,999	71.3	164	F	7.1 ^E	9.8	13.7
\$100,000 or more	68.3	196	F	10.0 ^E	11.9	19.1
Presence of children in household²						
No children	42.6	183	72	32.1	65.9	61.6
Pre-school aged children only	35.4 ^E	F	30	F	6.5	F
Both pre-school and school aged children	54.3	153 ^E	63	F	4.7	4.7 ^E
School aged children only	63.6	167	56	15.2	22.9	29.2
Religious attendance²						
Weekly attendance	68.0	233	113	22.0	24.4	46.3
Not weekly attendance	41.4	143	50	25.5	75.6	53.7

^E use with caution^F too unreliable to be published

1. Estimates of average and median annual volunteer hours are calculated for volunteers only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the provincial total.

3. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating*, 2007.

Table A.3.10 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, Quebec, 2007

	Donor rate	Average annual donations ¹	Median annual donations ¹	Total annual donations	Population distribution	Percentage of total donation value
	percent	dollars	dollars	millions of dollars	percent	percent
Total	83.8	219	70	1,171.0	100.0	100.0
Age						
15 to 24	73.0	92 ^E	25 ^E	64.8 ^E	15.2	5.5 ^E
25 to 34	85.4	120	48 ^E	107.6	16.5	9.2
35 to 44	85.4	216	89 ^E	204.3	17.4	17.4
45 to 54	88.9	288	95	318.0	19.5	27.2
55 to 64	82.6	271	80	216.7	15.2	18.5
65 and older	85.4	294	126	259.6	16.2	22.2
Sex						
Male	80.5	238	70	601.5	49.2	51.4
Female	86.9	202	72	569.4	50.8	48.6
Marital status²						
Married or common-law	87.0	261	88	858.0	59.3	73.3
Single, never married	77.4	124	35	172.4	28.1	14.7
Separated or divorced	81.8	199	97	80.8	7.8	6.9
Widow or widower	85.0	229	125 ^E	59.8	4.8	5.1
Education²						
Less than high school	74.7	122	50	113.0	21.3	11.0
Graduated from high school	84.2	143	52	96.8	13.8	9.4
Some postsecondary	81.1	115	50	34.9	6.5	3.4
Postsecondary diploma	87.4	198	72	381.6	37.8	37.1
University degree	88.8	378	125	403.2	20.7	39.2
Labour force status²						
Employed	87.5	222	72	698.0	64.2	72.2
Unemployed	74.4	118 ^E	F	6.6 ^E	1.3	0.7 ^E
Not in the labour force	77.1	176	61	261.7	34.5	27.1
Household income						
Less than \$20,000	70.3	103	45	59.8	13.0	5.1
\$20,000 to \$39,999	83.0	171	62	221.4	24.5	18.9
\$40,000 to \$59,999	84.5	156	60	181.5	21.6	15.5
\$60,000 to \$79,999	86.1	185	70	152.5	15.1	13.0
\$80,000 to \$99,999	89.7	201	75	103.5	9.0	8.8
\$100,000 or more	89.2	472	135	452.3	16.9	38.6
Presence of children in household²						
No children	83.7	230	80	789.3	64.3	67.4
Pre-school aged children only	84.8	171	60 ^E	66.4	7.2	5.7
Both pre-school and school aged children	86.2	209	100	49.6 ^E	4.3	4.2 ^E
School aged children only	83.2	207	55	265.6	24.2	22.7
Religious attendance²						
Weekly attendance	93.3	422	216	228.5	10.0	22.3
Not weekly attendance	82.9	184	60	794.2	90.0	77.7

^E use with caution^F too unreliable to be published

1. Estimates of average and median annual donations are calculated for donors only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the provincial total.

3. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.**Source:** Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Table A.3.11 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, Quebec, 2007

	Volunteer rate	Average annual volunteer hours ¹	Median annual volunteer hours ¹	Total annual volunteer hours	Population distribution	Percentage of total volunteer hours
	percent	hours	hours	millions	percent	percent
Total	37.2	162	49	384.7	100.0	100.0
Age						
15 to 24	48.1	116	33	53.9	15.2	14.0
25 to 34	34.0	127	30 ^E	45.6	16.5	11.9
35 to 44	42.8	162	46	76.6	17.4	19.9
45 to 54	40.0	148	51	73.5	19.5	19.1
55 to 64	31.2	205	65	62.1	15.2	16.1
65 and older	26.4	268	120 ^E	73.0	16.2	19.0
Sex						
Male	37.7	173	52	204.6	49.2	53.2
Female	36.7	152	45	180.1	50.8	46.8
Marital status²						
Married or common-law	38.5	160	50	233.0	59.3	60.6
Single, never married	37.7	140	40	94.5	28.1	24.6
Separated or divorced	33.8	243	F	40.9	7.8	10.6
Widow or widower	24.2	219 ^E	100 ^E	16.3 ^E	4.8	4.2 ^E
Education²						
Less than high school	26.4	186	32	60.9 ^E	21.3	17.5
Graduated from high school	33.8	149	48	40.4	13.8	11.6
Some postsecondary	41.4	84	25	13.0 ^E	6.5	3.7 ^E
Postsecondary diploma	40.3	158	50	139.7	37.8	40.2
University degree	48.4	160	55	93.4	20.7	26.9
Labour force status²						
Employed	42.4	122	42	185.1	64.2	55.7
Unemployed	47.1 ^E	176 ^E	F	6.2 ^E	1.3	1.9 ^E
Not in the labour force	31.8	230	60	141.0	34.5	42.4
Household income						
Less than \$20,000	23.1	207	56 ^E	39.5 ^E	13.0	10.3 ^E
\$20,000 to \$39,999	32.4	193	50	97.6	24.5	25.4
\$40,000 to \$59,999	36.0	159	50	78.8	21.6	20.5
\$60,000 to \$79,999	40.9	170	50	66.8	15.1	17.4
\$80,000 to \$99,999	45.3	128	40 ^E	33.2	9.0	8.6
\$100,000 or more	48.8	131	40	68.8	16.9	17.9
Presence of children in household³						
No children	31.2	192	53	245.6	64.3	63.8
Pre-school aged children only	32.1	99 ^E	28 ^E	14.5 ^E	7.2	3.8 ^E
Both pre-school and school aged children	50.9	117 ^E	F	16.4 ^E	4.3	4.3 ^E
School aged children only	52.2	134	48	108.2	24.2	28.1
Religious attendance²						
Weekly attendance	49.1	264	132 ^E	75.2	10.0	21.8
Not weekly attendance	37.1	139	44	270.1	90.0	78.2

^E use with caution^F too unreliable to be published

1. Estimates of average and median annual volunteer hours are calculated for volunteers only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the provincial total.

3. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Table A.3.12 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, Ontario, 2007

	Donor rate	Average annual donations ¹	Median annual donations ¹	Total annual donations	Population distribution	Percentage of total donation value
	percent	dollars	dollars	millions of dollars	percent	percent
Total	85.6	501	150	4,489.9	100.0	100.0
Age						
15 to 24	72.4	135	35	169.9	16.6	3.8
25 to 34	80.6	366	120	513.2	16.6	11.4
35 to 44	89.1	492	143	879.1	19.2	19.6
45 to 54	90.4	686	248	1,220.1	18.8	27.2
55 to 64	90.4	497	205	638.0	13.6	14.2
65 and older	91.0	734	275	1,069.5	15.3	23.8
Sex						
Male	83.6	502	160	2,156.8	49.1	48.0
Female	87.6	500	143	2,333.1	50.9	52.0
Marital status²						
Married or common-law	89.9	595	190	3,378.6	60.4	75.3
Single, never married	75.9	247	60 ^E	537.0	27.4	12.0
Separated or divorced	84.3	450	172 ^E	320.2	8.1	7.1
Widow or widower	90.1	637	250	249.6	4.2	5.6
Education²						
Less than high school	71.8	227	55 ^E	266.8	17.8	6.7
Graduated from high school	81.7	360	100	529.0	19.5	13.3
Some postsecondary	83.7	371	130 ^E	189.1	6.6	4.7
Postsecondary diploma	88.6	534	185	1,431.3	32.8	35.9
University degree	92.7	785	295	1,569.4	23.4	39.4
Labour force status²						
Employed	88.9	518	150	2,701.8	66.0	74.1
Unemployed	83.5	400 ^E	F	F	1.8 ^E	F
Not in the labour force	76.0	411	109	893.1	32.2	24.5
Household income						
Less than \$20,000	72.5	235 ^E	50	177.3 ^E	9.9	3.9 ^E
\$20,000 to \$39,999	81.5	341	115	481.2	16.5	10.7
\$40,000 to \$59,999	83.7	406	140	652.4	18.3	14.5
\$60,000 to \$79,999	89.3	485	143	724.3	16.0	16.1
\$80,000 to \$99,999	87.1	518	140	545.9	11.5	12.2
\$100,000 or more	91.2	721	250	1,908.7	27.7	42.5
Presence of children in household³						
No children	85.7	527	177	2,806.7	59.4	62.5
Pre-school aged children only	90.8	387 ^F	135 ^E	303.8 ^E	8.3	6.8
Both pre-school and school aged children	80.8	490	120	277.8	6.7	6.2
School aged children only	85.0	482	118	1,101.6	25.7	24.5
Religious attendance²						
Weekly attendance	92.9	1,072	375	1,866.0	20.4	46.9
Not weekly attendance	82.7	349	120	2,110.9	79.6	53.1

^E use with caution

^F too unreliable to be published

1. Estimates of average and median annual donations are calculated for donors only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the provincial total.

3. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Table A.3.13 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, Ontario, 2007

	Volunteer rate	Average annual volunteer hours ¹	Median annual volunteer hours ¹	Total annual volunteer hours	Population distribution	Percentage of total volunteer hours
		percent	hours	hours	millions	percent
Total	47.3	164	55	811.3	100.0	100.0
Age						
15 to 24	61.9	145	42	156.8 ^E	16.6	19.3
25 to 34	38.3	139 ^E	40 ^E	92.6 ^E	16.6	11.4 ^E
35 to 44	52.4	142	48	148.9	19.2	18.4
45 to 54	49.8	163	78 ^E	160.1	18.8	19.7
55 to 64	40.8	225	84 ^E	130.4	13.6	16.1
65 and older	37.8	203	100 ^E	122.5	15.3	15.1
Sex						
Male	46.6	166	54	398.1	49.1	49.1
Female	48.0	161	60	413.2	50.9	50.9
Marital status²						
Married or common-law	48.4	168	61	513.9	60.4	63.3
Single, never married	51.0	152	45	222.3	27.4	27.4
Separated or divorced	35.9	183	62	55.6 ^E	8.1	6.9 ^E
Widow or widower	30.9	145	72 ^E	19.5	4.2	2.4 ^E
Education²						
Less than high school	41.7	129 ^E	40	87.9 ^E	17.8	12.0 ^E
Graduated from high school	44.6	168	67	134.5	19.5	18.3
Some postsecondary	53.1	115	52	37.2	6.6	5.1
Postsecondary diploma	47.7	170	55 ^E	245.2	32.8	33.4
University degree	55.4	191	70	228.8	23.4	31.2
Labour force status²						
Employed	49.7	153	51	444.9	66.0	62.9
Unemployed	F	F	F	F	F	F
Not in the labour force	48.1	181	60 ^E	248.1	32.2	35.1
Household income						
Less than \$20,000	32.8	219	50	75.0 ^E	9.9	9.2 ^E
\$20,000 to \$39,999	35.2	189	54 ^E	115.0	16.5	14.2
\$40,000 to \$59,999	45.7	146	65 ^E	128.0	18.3	15.8
\$60,000 to \$79,999	45.3	154	60	116.4	16.0	14.3
\$80,000 to \$99,999	48.6	175	52	102.8	11.5	12.7
\$100,000 or more	61.6	153	56	274.2	27.7	33.8
Presence of children in household³						
No children	40.4	181	68	456.0	59.4	56.2
Pre-school aged children only	42.2	113 ^E	30 ^E	41.3 ^E	8.3	5.1 ^E
Both pre-school and school aged children	51.6	147 ^E	50	53.1 ^E	6.7	6.5 ^E
School aged children only	63.9	152	52	260.9	25.7	32.2
Religious attendance²						
Weekly attendance	66.2	224	100	277.8	20.4	38.1
Not weekly attendance	43.7	141	48	452.1	79.6	61.9

^E use with caution^F too unreliable to be published

1. Estimates of average and median annual volunteer hours are calculated for volunteers only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the provincial total.

3. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Table A.3.14 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, Manitoba, 2007

	Donor rate	Average annual donations ¹	Median annual donations ¹	Total annual donations	Population distribution	Percentage of total donation value
		percent	dollars	dollars	millions of dollars	percent
Total	86.5	520	150	425.6	100.0	100.0
Age						
15 to 24	70.3	301 ^E	F	36.0 ^E	18.0	8.5 ^E
25 to 34	91.2	426 ^E	115	60.8 ^E	16.5	14.3 ^E
35 to 44	83.9	508	145	69.1 ^E	17.1	16.2
45 to 54	90.0	480	208	76.1	18.6	17.9
55 to 64	95.9	767 ^E	256	96.0 ^E	13.8	22.6
65 and older	90.8	639	235 ^E	87.5	15.9	20.6
Sex						
Male	85.4	516	154	206.3	49.5	48.5
Female	87.7	523	140	219.2	50.5	51.5
Marital status²						
Married or common-law	92.4	585	200	308.4	60.4	72.5
Single, never married	73.3	347 ^E	60 ^E	68.1 ^E	28.4	16.0 ^E
Separated or divorced	89.4	392	125 ^E	21.6 ^E	6.5	5.1 ^E
Widow or widower	87.4	708 ^E	235 ^E	27.4 ^E	4.7	6.4 ^E
Education²						
Less than high school	69.3	379	F	51.3	23.3	13.6
Graduated from high school	91.0	549 ^E	F	76.4 ^E	18.2	20.2 ^E
Some postsecondary	90.2	599 ^E	105 ^E	33.9 ^E	7.5	9.0 ^E
Postsecondary diploma	91.1	382	135	97.5	33.5	25.8
University degree	91.6	887	264	118.9 ^E	17.5	31.4
Labour force status²						
Employed	88.7	505	135	248.4	69.7	73.1
Unemployed	F	F	F	F	F	F
Not in the labour force	78.2	488	129	88.0 ^E	28.9	25.9
Household income						
Less than \$20,000	66.4	253	120	20.3	12.8	4.8 ^E
\$20,000 to \$39,999	84.0	433	105 ^E	76.3	22.2	17.9
\$40,000 to \$59,999	92.1	526	120	92.1	20.1	21.7
\$60,000 to \$79,999	91.2	550	189	79.5 ^E	16.7	18.7 ^E
\$80,000 to \$99,999	90.5	490 ^E	200 ^E	41.0 ^E	9.8	9.6 ^E
\$100,000 or more	91.1	730	205	116.4 ^E	18.5	27.3
Presence of children in household³						
No children	89.1	556	150	283.6	60.4	66.6
Pre-school aged children only	86.2	471 ^E	160 ^E	F	7.1	F
Both pre-school and school aged children	75.3	393 ^E	F	22.1 ^E	7.9	5.2 ^E
School aged children only	83.9	475	145	92.7	24.6	21.8
Religious attendance²						
Weekly attendance	94.0	1,273	640 ^E	219.7	22.2	58.9
Not weekly attendance	83.3	286	110	153.3	77.8	41.1

^E use with caution

^F too unreliable to be published

1. Estimates of average and median annual donations are calculated for donors only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the provincial total.

3. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Table A.3.15 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, Manitoba, 2007

	Volunteer rate percent	Average annual volunteer hours ¹ hours	Median annual volunteer hours ¹ hours	Total annual volunteer hours millions	Population distribution percent	Percentage of total volunteer hours percent
Total	54.0	159	60	81.5	100.0	100.0
Age						
15 to 24	58.4	156 ^E	49	15.5 ^E	18.0	19.0 ^E
25 to 34	62.3	113 ^E	48 ^E	11.0 ^E	16.5	13.6 ^E
35 to 44	52.4	185	68 ^E	15.8	17.1	19.4
45 to 54	56.6	143	70	14.2	18.6	17.4
55 to 64	52.2	161	70 ^E	10.9	13.8	13.4
65 and older	40.6	229	104	14.0 ^E	15.9	17.2
Sex						
Male	53.1	161	70	40.1	49.5	49.2
Female	54.9	158	55	41.3	50.5	50.8
Marital status²						
Married or common-law	56.3	154	69 ^E	49.6	60.4	60.9
Single, never married	52.3	157	50	22.0 ^E	28.4	27.0
Separated or divorced	53.9	193 ^E	F	6.4 ^E	6.5	7.9 ^E
Widow or widower	35.8	217	116	3.4 ^E	4.7	4.2 ^E
Education²						
Less than high school	40.5	113 ^E	F	9.0 ^E	23.3	12.5 ^E
Graduated from high school	52.4	139 ^E	56 ^E	11.1 ^E	18.2	15.5 ^E
Some postsecondary	54.3	189 ^E	F	6.5 ^E	7.5	9.0 ^E
Postsecondary diploma	55.2	148	60	22.8	33.5	32.0
University degree	71.4	212	110	22.1	17.5	31.0
Labour force status²						
Employed	58.4	168	70 ^E	54.5	69.7	80.3
Unemployed	F	F	F	F	F	F
Not in the labour force	45.7	124	54	13.0	28.9	19.2
Household income						
Less than \$20,000	29.6	211 ^E	F	7.6 ^E	12.8	9.3 ^E
\$20,000 to \$39,999	44.7	149	60	14.0	22.2	17.1
\$40,000 to \$59,999	52.5	150	F	15.0 ^E	20.1	18.4
\$60,000 to \$79,999	62.8	199	60 ^E	19.8 ^E	16.7	24.4
\$80,000 to \$99,999	66.4	137	58	8.4 ^E	9.8	10.4 ^E
\$100,000 or more	69.1	138	62	16.7	18.5	20.5
Presence of children in household²						
No children	46.8	171	60 ^E	45.8	60.4	56.2
Pre-school aged children only	48.9	F	48 ^E	F	7.1	F
Both pre-school and school aged children	54.6	130 ^E	60 ^E	5.3 ^E	7.9	6.5 ^E
School aged children only	73.0	158	62 ^E	26.8	24.6	32.9
Religious attendance²						
Weekly attendance	68.6	236	110	29.7	22.2	41.4
Not weekly attendance	50.2	130	54	42.1	77.8	58.6

^E use with caution^F too unreliable to be published

1. Estimates of average and median annual volunteer hours are calculated for volunteers only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the provincial total.

3. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Table A.3.16 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, Saskatchewan, 2007

	Donor rate percent	Average annual donations ¹ dollars	Median annual donations ¹ dollars	Total annual donations millions of dollars	Population distribution percent	Percentage of total donation value percent
Total	84.4	512	147	342.9	100.0	100.0
Age						
15 to 24	66.3	190 E	40	19.0 E	19.0	5.5 E
25 to 34	83.4	218	50	22.8	15.8	6.7 E
35 to 44	85.9	423	195	45.8	15.9	13.4
45 to 54	92.5	772 E	236	106.0 E	18.7	30.9
55 to 64	90.3	539	190 E	51.4	13.3	15.0
65 and older	90.5	788	270	97.8	17.3	28.5
Sex						
Male	82.9	511	146 E	166.0	49.4	48.4
Female	85.9	513 E	147	176.9 E	50.6	51.6
Marital status²						
Married or common-law	90.1	601	205	259.5	60.6	75.9
Single, never married	70.4	183	40	28.5	28.0	8.3
Separated or divorced	91.7	347 E	130 E	13.2 E	5.2	3.9 E
Widow or widower	85.5	F	270 E	F	6.1	11.9 E
Education²						
Less than high school	74.4	337 E	75	39.9 E	21.5	12.1 E
Graduated from high school	77.6	342 E	107 E	41.1 E	21.0	12.5 E
Some postsecondary	90.1	303 E	83	17.7 E	8.8	5.4 E
Postsecondary diploma	92.0	639 E	194	144.7 E	33.3	44.0
University degree	95.0	793	230	85.6	15.4	26.0
Labour force status²						
Employed	86.2	503	135	208.5	69.7	69.4
Unemployed	F	F	F	F	F	F
Not in the labour force	84.6	537 E	135 E	91.2 E	29.1	30.4
Household income						
Less than \$20,000	74.5	247	110 E	19.3 E	13.2	5.6 E
\$20,000 to \$39,999	87.2	505 E	130	65.5 E	18.8	19.1
\$40,000 to \$59,999	88.9	519	100	64.9	17.7	18.9
\$60,000 to \$79,999	82.5	687 E	205	76.6 E	17.0	22.3
\$80,000 to \$99,999	88.8	398 E	160 E	23.9 E	8.5	7.0 E
\$100,000 or more	84.2	561	195	92.6	24.7	27.0
Presence of children in household³						
No children	86.4	545	160	231.7	62.0	67.6
Pre-school aged children only	90.3	306 E	70 E	13.4 E	6.1	3.9 E
Both pre-school and school aged children	81.8	272 E	F	13.7 E	7.8	4.0 E
School aged children only	78.6	559 E	148 E	84.0 E	24.1	24.5
Religious attendance²						
Weekly attendance	93.7	1,238	520	192.2 E	22.6	58.8
Not weekly attendance	83.0	286	100	134.8	77.4	41.2

E use with caution

F too unreliable to be published

1. Estimates of average and median annual donations are calculated for donors only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the provincial total.

3. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Table A.3.17 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, Saskatchewan, 2007

	Volunteer rate percent	Average annual volunteer hours ¹ hours	Median annual volunteer hours ¹ hours	Total annual volunteer hours millions	Population distribution percent	Percentage of total volunteer hours percent
Total	58.6	147	60	68.5	100.0	100.0
Age						
15 to 24	68.2	116	50	12.0	19.0	17.5
25 to 34	52.4	103	52 ^E	6.8	15.8	9.9
35 to 44	67.7	146	68 ^E	12.5	15.9	18.2
45 to 54	62.9	177	67	16.6 ^E	18.7	24.2
55 to 64	51.5	177	75 ^E	9.6	13.3	14.0
65 and older	45.9	177	57	11.1	17.3	16.2
Sex						
Male	57.6	139	60	31.5	49.4	46.0
Female	59.5	155	60	37.0	50.6	54.0
Marital status²						
Married or common-law	61.3	156	65	45.7	60.6	67.5
Single, never married	56.2	112	45	14.0 ^E	28.0	20.7
Separated or divorced	50.7	180	81 ^E	3.8 ^E	5.2	5.6 ^E
Widow or widower	46.3	189 ^E	89	4.2 ^E	6.1	6.3 ^E
Education²						
Less than high school	54.7	123 ^E	42 ^E	10.7 ^E	21.5	16.8 ^E
Graduated from high school	53.1	121	50	9.9	21.0	15.6
Some postsecondary	60.6	147 ^E	50	5.8 ^E	8.8	9.0 ^E
Postsecondary diploma	56.2	158	70 ^E	21.9	33.3	34.2
University degree	74.9	184	84 ^E	15.6	15.4	24.5
Labour force status²						
Employed	62.6	140	62	42.1	69.7	70.0
Unemployed	F	F	F	F	F	F
Not in the labour force	52.7	166	53 ^E	17.6	29.1	29.3
Household income						
Less than \$20,000	37.2	161 ^E	50	6.3 ^E	13.2	9.2 ^E
\$20,000 to \$39,999	52.8	162	55 ^E	12.7	18.8	18.6
\$40,000 to \$59,999	57.0	131	48 ^E	10.5	17.7	15.3
\$60,000 to \$79,999	57.1	173 ^E	60	13.3 ^E	17.0	19.4 ^E
\$80,000 to \$99,999	63.9	130	66	5.6 ^E	8.5	8.2 ^E
\$100,000 or more	74.6	137	73	20.1	24.7	29.4
Presence of children in household³						
No children	51.8	149	58	37.9	62.0	55.3
Pre-school aged children only	47.9	131 ^E	F	3.0 ^E	6.1	4.4 ^E
Both pre-school and school aged children	78.3	140 ^E	82	6.7 ^E	7.8	9.8 ^E
School aged children only	72.4	150	64 ^E	20.8	24.1	30.4
Religious attendance²						
Weekly attendance	68.8	234	100	26.6	22.6	42.1
Not weekly attendance	55.4	116	48	36.7	77.4	57.9

^E use with caution^F too unreliable to be published

- Estimates of average and median annual volunteer hours are calculated for volunteers only.
- Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the provincial total.
- Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.**Source:** Statistics Canada, *Canada Survey of Giving, Volunteering and Participating*, 2007.

Table A.3.18 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, Alberta, 2007

	Donor rate	Average annual donations ¹	Median annual donations ¹	Total annual donations	Population distribution	Percentage of total donation value
	percent	dollars	dollars	millions of dollars	percent	percent
Total	85.0	596	150	1,421.7	100.0	100.0
Age						
15 to 24	69.3	215	F	76.9	18.4	5.4
25 to 34	85.4	462	120	216.3	19.5	15.2
35 to 44	87.9	754 ^E	175	347.5 ^E	18.7	24.4
45 to 54	93.9	686	170 ^E	341.4	18.9	24.0
55 to 64	91.0	725	225	227.4	12.3	16.0
65 and older	84.1	738	F	212.1	12.2	14.9
Sex						
Male	82.6	650	150	761.8	50.5	53.6
Female	87.5	543	148	659.9	49.5	46.4
Marital status²						
Married or common-law	89.3	643	172	1,045.6	64.9	73.6
Single, never married	73.4	350	80	181.7	25.2	12.8
Separated or divorced	86.8	793 ^E	145 ^E	116.2 ^E	6.0	8.2 ^E
Widow or widower	86.6	809	F	77.1 ^E	3.9	5.4 ^E
Education²						
Less than high school	69.5	315 ^E	67 ^E	98.4 ^E	17.6	7.3 ^E
Graduated from high school	80.5	538 ^E	112 ^E	185.9 ^E	16.8	13.8 ^E
Some postsecondary	86.0	654 ^E	110	133.0 ^E	9.3	9.9 ^E
Postsecondary diploma	91.0	514	150	421.5	35.2	31.3
University degree	91.3	1,030	360 ^E	508.0	21.1	37.7
Labour force status²						
Employed	87.6	647	160	1,010.4	72.3	77.7
Unemployed	F	F	F	F	F	F
Not in the labour force	77.1	540	113	267.0	26.0	20.5
Household income						
Less than \$20,000	65.5	197 ^E	F	20.7 ^E	5.7	1.5 ^E
\$20,000 to \$39,999	84.9	352	100	133.2	15.9	9.4
\$40,000 to \$59,999	79.3	408	100	158.1	17.4	11.1
\$60,000 to \$79,999	87.5	654 ^E	150	255.0 ^E	15.9	17.9
\$80,000 to \$99,999	90.3	537	150	163.1 ^E	12.0	11.5 ^E
\$100,000 or more	88.4	842	245	691.5	33.1	48.6
Presence of children in household²						
No children	86.2	675	150	915.6	56.1	64.4
Pre-school aged children only	84.4	729 ^E	150	184.9 ^E	10.7	13.0 ^E
Both pre-school and school aged children	86.7	486 ^E	170	79.0 ^E	6.7	5.6 ^E
School aged children only	82.5	395	139	242.2	26.5	17.0
Religious attendance²						
Weekly attendance	94.3	1,405	610	629.5	18.7	47.5
Not weekly attendance	82.9	406	110	696.8	81.3	52.5

E use with caution

F too unreliable to be published

1. Estimates of average and median annual donations are calculated for donors only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the provincial total.

3. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Table A.3.19 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, Alberta, 2007

	Volunteer rate	Average annual volunteer hours ¹	Median annual volunteer hours ¹	Total annual volunteer hours	Population distribution	Percentage of total volunteer hours
		percent	hours	hours	millions	percent
Total	51.5	172	58	247.9	100.0	100.0
Age						
15 to 24	58.3	148	41 ^E	44.5	18.4	18.0
25 to 34	44.2	131	48 ^E	31.6 ^E	19.5	12.8 ^E
35 to 44	63.7	179	60	59.9 ^E	18.7	24.1
45 to 54	52.3	196	55	54.5 ^E	18.9	22.0
55 to 64	43.6	181	F	27.2 ^E	12.3	11.0 ^E
65 and older	40.9	216	92	30.2 ^E	12.2	12.2 ^E
Sex						
Male	49.2	175	60	121.7	50.5	49.1
Female	53.9	169	56	126.2	49.5	50.9
Marital status²						
Married or common-law	52.7	168	56	160.8	64.9	64.9
Single, never married	52.1	182	60	66.9	25.2	27.0
Separated or divorced	46.2	192 ^E	60	15.0 ^E	6.0	6.0 ^E
Widow or widower	35.4 ^E	134 ^E	F	5.2 ^E	3.9	2.1 ^E
Education²						
Less than high school	43.3	147 ^E	40 ^E	28.5 ^E	17.6	12.6 ^E
Graduated from high school	47.4	148 ^E	42 ^E	30.2 ^E	16.8	13.3 ^E
Some postsecondary	52.9	176 ^E	65	22.0 ^E	9.3	9.7 ^E
Postsecondary diploma	51.5	156	50	72.2	35.2	31.8
University degree	65.7	208	85	73.9	21.1	32.6
Labour force status²						
Employed	55.7	167	58	165.6	72.3	75.3
Unemployed	F	F	F	F	F	F
Not in the labour force	46.6	176	64 ^E	52.5	26.0	23.9
Household income						
Less than \$20,000	32.1 ^E	137 ^E	F	7.0 ^E	5.7	2.8 ^E
\$20,000 to \$39,999	33.3	190 ^E	50 ^E	28.2 ^E	15.9	11.4 ^E
\$40,000 to \$59,999	45.0	142	50	31.3	17.4	12.6
\$60,000 to \$79,999	56.6	189 ^E	58	47.7 ^E	15.9	19.2 ^E
\$80,000 to \$99,999	60.5	175	65 ^E	35.7 ^E	12.0	14.4 ^E
\$100,000 or more	61.3	172	64	98.0	33.1	39.5
Presence of children in household³						
No children	44.7	181	60	127.3	56.1	51.4
Pre-school aged children only	41.4	103 ^E	40 ^E	12.9 ^E	10.7	5.2 ^E
Both pre-school and school aged children	62.5	161 ^E	73 ^E	18.8 ^E	6.7	7.6 ^E
School aged children only	67.3	178	53 ^E	88.9	26.5	35.9
Religious attendance²						
Weekly attendance	72.2	244	105	83.8	18.7	36.8
Not weekly attendance	48.1	144	45 ^E	143.6	81.3	63.2

^E use with caution^F too unreliable to be published

1. Estimates of average and median annual volunteer hours are calculated for volunteers only.
2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the provincial total.
3. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Table A.3.20 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, British Columbia, 2007

	Donor rate percent	Average annual donations ¹ dollars	Median annual donations ¹ dollars	Total annual donations millions of dollars	Population distribution percent	Percentage of total donation value percent
Total	79.0	506	125	1,462.6	100.0	100.0
Age						
15 to 24	64.9	F	30	F	16.2	F
25 to 34	77.6	465	120	210.0	15.9	14.4
35 to 44	81.8	497	118	267.7	18.0	18.3
45 to 54	80.8	500	151	282.8	19.1	19.3
55 to 64	83.2	690	227	306.8	14.6	21.0
65 and older	85.4	658	200	334.4	16.3	22.9
Sex						
Male	77.5	538	120	752.0	49.3	51.4
Female	80.5	476	125	710.6	50.7	48.6
Marital status²						
Married or common-law	84.2	567	150	1,090.1	62.4	74.7
Single, never married	68.3	288	57 ^E	189.0	26.2	13.0
Separated or divorced	77.6	485	170	90.6	6.6	6.2
Widow or widower	72.1	708	305	89.4 ^E	4.8	6.1 ^E
Education²						
Less than high school	65.4	222	50	76.0	15.6	5.5
Graduated from high school	69.8	342	100	171.4	21.4	12.4
Some postsecondary	76.5	633 ^E	F	126.7 ^E	7.8	9.2 ^E
Postsecondary diploma	87.1	503	137	484.6	32.9	35.2
University degree	89.1	776	260	519.3	22.3	37.7
Labour force status²						
Employed	81.8	543	130	931.7	65.8	72.5
Unemployed	F	F	F	F	1.6 ^E	F
Not in the labour force	74.1	446	100	343.4	32.6	26.7
Household income						
Less than \$20,000	63.8	300	80	69.2 ^E	9.9	4.7 ^E
\$20,000 to \$39,999	68.6	336	90 ^E	193.1	22.9	13.2
\$40,000 to \$59,999	83.7	458	120	268.0	19.1	18.3
\$60,000 to \$79,999	83.6	509	120	274.8	17.6	18.8
\$80,000 to \$99,999	82.6	569	151 ^E	193.9	11.3	13.3
\$100,000 or more	88.4	744	230	463.6	19.3	31.7
Presence of children in household³						
No children	79.1	494	140	930.7	65.1	63.6
Pre-school aged children only	85.3	597 ^E	F	127.7 ^E	6.9	8.7 ^E
Both pre-school and school aged children	78.0	533 ^E	F	69.7	4.6	4.8 ^E
School aged children only	77.1	505	100	334.5	23.5	22.9
Religious attendance²						
Weekly attendance	95.3	1,315	613	678.3	16.2	49.4
Not weekly attendance	76.8	324	100	695.4	83.8	50.6

^E use with caution^F too unreliable to be published

1. Estimates of average and median annual donations are calculated for donors only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the provincial total.

3. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Table A.3.21 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, British Columbia, 2007

	Volunteer rate	Average annual volunteer hours ¹	Median annual volunteer hours ¹	Total annual volunteer hours	Population distribution	Percentage of total volunteer hours
		percent	hours	hours	millions	percent
Total	46.6	172	65	292.7	100.0	100.0
Age						
15 to 24	53.2	133 ^E	34 ^E	41.7 ^E	16.2	14.3
25 to 34	40.8	139	80	33.0	15.9	11.3
35 to 44	52.7	177	72 ^E	61.3	18.0	20.9
45 to 54	49.9	197	67	68.8	19.1	23.5
55 to 64	43.1	189	82	43.6	14.6	14.9
65 and older	38.0	196	80 ^E	44.3	16.3	15.1
Sex						
Male	44.2	157	70	124.8	49.3	42.7
Female	48.9	185	60	167.8	50.7	57.3
Marital status²						
Married or common-law	47.4	177	72	191.7	62.4	65.5
Single, never married	46.6	160	49	71.3	26.2	24.4
Separated or divorced	48.0	170	67	19.7	6.6	6.7
Widow or widower	33.2	169	93 ^E	9.8	4.8	3.4
Education²						
Less than high school	45.6	98	34 ^E	23.3	15.6	8.7
Graduated from high school	35.0	170	63 ^E	42.6	21.4	15.9
Some postsecondary	50.2	197 ^E	F	25.9 ^E	7.8	9.6 ^E
Postsecondary diploma	47.7	187	73	98.9	32.9	36.9
University degree	58.6	176	82	77.5	22.3	28.9
Labour force status²						
Employed	49.8	158	68	165.4	65.8	63.4
Unemployed	F	F	F	F	F	F
Not in the labour force	45.9	191	63 ^E	91.0	32.6	34.9
Household income						
Less than \$20,000	38.6	193 ^E	F	26.9 ^E	9.9	9.2 ^E
\$20,000 to \$39,999	38.2	175	70	55.9	22.9	19.1
\$40,000 to \$59,999	47.4	159	52 ^E	52.5	19.1	17.9
\$60,000 to \$79,999	43.5	190	70	53.4	17.6	18.3
\$80,000 to \$99,999	51.4	156	80 ^E	33.1	11.3	11.3
\$100,000 or more	59.8	168	64 ^E	70.9	19.3	24.2
Presence of children in household³						
No children	40.0	185	74	176.5	65.1	60.3
Pre-school aged children only	45.1	119	64 ^E	13.4 ^E	6.9	4.6 ^E
Both pre-school and school aged children	49.9	183 ^E	F	15.3 ^E	4.6	5.2 ^E
School aged children only	64.6	157	52	87.4	23.5	29.9
Religious attendance²						
Weekly attendance	72.8	217	100	85.6	16.2	32.0
Not weekly attendance	42.3	154	55	182.1	83.8	68.0

^E use with caution^F too unreliable to be published

- Estimates of average and median annual volunteer hours are calculated for volunteers only.
- Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the provincial total.
- Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.**Source:** Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Table A.3.22 Donor rate and distribution of donations, by personal and economic characteristics, population aged 15 and older, Yukon, Northwest Territories and Nunavut, 2007

	Donor rate percent	Average annual donations ¹ dollars	Median annual donations ¹ dollars	Total annual donations millions of dollars	Population distribution percent	Percentage of total donation value percent
Total	71.1	513	120	24.9	100.0	100.0
Age						
15 to 24	51.2	118 E	50	0.9 E	21.8	3.6 E
25 to 34	65.0	433 E	104 E	3.5 E	18.5	14.2 E
35 to 44	79.0	347	125	3.9	20.9	15.7
45 to 54	82.0	750 E	225 E	8.5 E	20.2	34.0 E
55 to 64	80.4	712	F	5.2	13.2	20.7
65 and older	79.1	995 E	F	2.9 E	5.4	11.7 E
Sex						
Male	68.7	497	115	11.9	51.0	47.7
Female	73.7	528	130 E	13.0	49.0	52.3
Marital status²						
Married or common-law	77.5	563	155	16.9	56.8	67.8
Single, never married	59.8	256	71	3.6	34.1	14.3
Separated or divorced	77.4	526 E	160 E	1.7 E	6.2	6.9 E
Widow or widower	68.8	F	F	F	2.9	F
Education²						
Less than high school	48.6	204 E	55	2.0 E	30.5	8.4 E
Graduated from high school	64.9	442 E	70 E	2.4 E	12.4	9.9 E
Some postsecondary	80.6	F	100 E	F	6.6 E	F
Postsecondary diploma	82.0	459	140 E	8.4	33.0	34.4
University degree	92.3	883	380	9.6 E	17.5	39.5
Labour force status²						
Employed	78.3	504	145	19.1	72.9	81.9
Unemployed	F	F	F	F	2.6 E	F
Not in the labour force	52.2	412 E	67 E	3.5 E	24.5	14.9
Household income						
Less than \$20,000	46.6	116 E	50	0.3 E	9.1	1.3 E
\$20,000 to \$39,999	62.5	252 E	85 E	1.6 E	14.5	6.3 E
\$40,000 to \$59,999	67.9	576 E	100	3.6 E	13.6	14.6 E
\$60,000 to \$79,999	65.5	517 E	125 E	4.0 E	17.2	15.9 E
\$80,000 to \$99,999	78.1	553 E	F	3.2 E	10.8	12.8 E
\$100,000 or more	83.1	619	213 E	12.2 E	34.8	49.1
Presence of children in household³						
No children	73.9	568	150	15.2	53.0	60.9
Pre-school aged children only	69.2	261	F	1.1 E	8.9	4.4 E
Both pre-school and school aged children	73.8	542 E	100 E	2.8 E	10.4	11.4 E
School aged children only	65.6	468 E	100	5.8 E	27.7	23.2
Religious attendance²						
Weekly attendance	90.7	1,682	F	12.3	12.0	50.3
Not weekly attendance	69.0	297	100	12.1	88.0	49.7

E use with caution

F too unreliable to be published

- Estimates of average and median annual donations are calculated for donors only.
- Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual donations by category does not add to the provincial total.
- Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

Table A.3.23 Volunteer rate and distribution of volunteer hours, by personal and economic characteristics, population aged 15 and older, Yukon, Northwest Territories and Nunavut, 2007

	Volunteer rate	Average annual volunteer hours ¹	Median annual volunteer hours ¹	Total annual volunteer hours	Population distribution	Percentage of total volunteer hours
	percent	hours	hours	millions	percent	percent
Total	49.7	167	67	5.7	100.0	100.0
Age						
15 to 24	46.4	136 E	30 E	0.9 E	21.8	16.6 E
25 to 34	42.7	121	60	0.6	18.5	11.5
35 to 44	53.3	153	82 E	1.2	20.9	20.5
45 to 54	59.8	232	104	1.9 E	20.2	33.8
55 to 64	50.2	151 E	55	0.7 E	13.2	12.1 E
65 and older	33.9	252 E	F	0.3 E	5.4	F
Sex						
Male	48.5	184	75	3.1	51.0	54.8
Female	50.9	151	60	2.6	49.0	45.2
Marital status²						
Married or common-law	49.6	192	95	3.7	56.8	65.0
Single, never married	49.7	130 E	F	1.5 E	34.1	26.5
Separated or divorced	53.1	169 E	60 E	0.4 E	6.2	6.7 E
Widow or widower	44.2	118 E	72 E	0.1 E	2.9	1.9 E
Education²						
Less than high school	34.8	123 E	28 E	0.9 E	30.5	15.8 E
Graduated from high school	35.4	144 E	F	0.4 E	12.4	7.6 E
Some postsecondary	48.8	161 E	F	F	6.6 E	F
Postsecondary diploma	55.8	160	68 E	2.0	33.0	35.6
University degree	75.0	218	120	1.9	17.5	34.7
Labour force status²						
Employed	53.3	162	75	4.2	72.9	76.4
Unemployed	F	F	F	F	F	F
Not in the labour force	40.8	168 E	48 E	1.1 E	24.5	20.3 E
Household income						
Less than \$20,000	23.2 E	125 E	F	F	9.1	F
\$20,000 to \$39,999	38.1	85 E	F	0.3 E	14.5	5.7 E
\$40,000 to \$59,999	50.4	110 E	50 E	0.5 E	13.6	9.1 E
\$60,000 to \$79,999	49.6	157	F	0.9	17.2	16.1
\$80,000 to \$99,999	46.9	206 E	F	0.7 E	10.8	12.6 E
\$100,000 or more	62.1	206	98	3.0 E	34.8	53.4
Presence of children in household³						
No children	47.9	192	96 E	3.3	53.0	58.7
Pre-school aged children only	37.1	95 E	F	0.2 E	8.9	3.8 E
Both pre-school and school aged children	49.8	131 E	57	0.5 E	10.4	8.1 E
School aged children only	57.1	155	57 E	1.7	27.7	29.4
Religious attendance²						
Weekly attendance	68.5	242 E	112 E	1.3 E	12.0	24.0
Not weekly attendance	47.4	151	60	4.2	88.0	76.0

E use with caution

F too unreliable to be published

1. Estimates of average and median annual volunteer hours are calculated for volunteers only.

2. Respondents who did not provide this information are excluded from calculations. For this reason, the sum of annual volunteer hours by category does not add to the provincial total.

3. Pre-school aged is defined as ages 0 to 5, while school aged is defined as ages 6 to 17. Both pre-school and school aged children indicates the presence in the household of at least one child from each age range (i.e., at least one child aged 0 to 5 and at least one child aged 6 to 17).

Note: Estimates may not add to totals due to rounding.

Source: Statistics Canada, *Canada Survey of Giving, Volunteering and Participating, 2007*.

